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Volume III

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Consumers' Guide

VOL. 3, No. 1
DEC. 2, 1935

DEC 2

Your Food Supplies for 1935-1936

Consumer Queries and Comments

> Farmers will have to turn their attention more and more—as in fact they already have—to an increasing, balanced production of both farm products and industrial products, all at prices low enough for consumers to buy and high enough to keep producers producing, and with due regard for the conservation of our natural resources. This means that industry, as well as agriculture, must put its house in order.
>
> Henry A. Wallace,
> Secretary of Agriculture

TWO REPRESENTATIVES of organizations acting in the interest of the consumer spoke up November 6, at the St. Paul hearing on proposals for a potato program. They pleaded for representation of consumer interest on the proposed control board, stated that consumers were not objecting to farmers receiving more money for potatoes but insisted that consumers have a hand in the administration of any program adopted.

NO ADJUSTMENT program under the revised Agricultural Adjustment Act goes into effect until after a public hearing has been held. All interests, including the consumer's, may appear at these hearings and have a voice in the decision based on that hearing. Consumers can join the farmers in helping to build agricultural adjustment to the specifications of the country's needs.

SOME OBSTACLES handicap consumer representation at these hearings. The first difficulty is distance. No powerful organized representation functions at all pertinent points for consumers, and individually they cannot afford to make the trip from far away places to Washington hearings.

SECOND DIFFICULTY is in being advised when the hearings are to be held. The third is the technical knowledge required to discuss effectively the problems involved from the consumer point of view.

DISTANCE HELPED to prevent the consumer voice from being heard at the two important recent Washington hearings. One local and two out-of-town representatives added their statements to that of the Consumers' Counsel of the Agricultural Adjustment Administration at the corn-hog program hearing, but no consumer was heard at the potato hearing in Washington.

OTHER POTATO hearings, like the one at St. Paul, are being held at different spots on the potato-growing map, preventing the first barrier of distance from keeping out the consumer. To remove the second obstacle, Consumers' Counsel has made a start at the job of notifying nearby consumers' organizations of hearings to be held in their vicinities. The same letter giving dates and places of hearings also outlined the main points to be brought up at the hearings which would affect consumer interest. For additional help in untangling the technical complications, consumers can ask the representative of Consumers' Counsel, who is nearly always present in behalf of the consumer at these hearings.

OTHER CONSUMERS who wish to carry on the movement to make the farm program a cooperative program may be notified of plans for preprogram hearings to be held across the country if they send in names and addresses to the Consumers' Counsel, Agricultural Adjustment Administration, Washington.

DEAD LINE on returning the postal card request to have subscription to the CONSUMERS' GUIDE continued, which was mailed to everyone whose name was on our mailing lists on August 1, has now been reached. Names of those who have failed to reply are being removed from the lists. Readers who neglected to post us their requests but wish to continue to receive the GUIDE, can have their names relisted if they notify us promptly. Our circulation is limited, so quick action is necessary to ensure subscription.

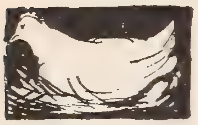
GREATER SUPPLIES OF ALL FOODS -- EXCEPT MEAT PRODUCTS, EGGS, RICE, AND IRISH POTATOES -- ARE EXPECTED TO COME TO RETAIL MARKETS FROM JUNE 30, 1935, TO JULY 1, 1936, THAN CAME IN 1934 - 1935.

BIG NEWS of the month for consumers is the report of the Bureau of Agricultural Economics on probable food supplies for domestic use during 1935-36. Quantities of all foods for consumption (except fish, not reported on by this Bureau) are expected to stack up slightly better in 1935-36 than in the previous year, although they may be 2.3 percent less than in 1933-34 and 1.2 less than the average for 1925-29.

1934's DROUGHT still hounds our food supplies, though less than it did in 1934-35. It is the big reason why in 1935-36 farmers will have difficulty in making up major deficiencies in meat supplies caused by great losses of feed in the summer of 1934. It takes time to rebuild herds of fat cattle, reduced in number and weight by drought and in number by the 1934 purchases of over 8 million head by the AAA in its efforts to salvage animals which would have died from starvation and thirst. It takes time, also, to replenish drought-reduced supplies of pork. But with feed grains more abundant this year than last, farmers are expected to rebuild these meat supplies as rapidly in 1935-36 as is economically and biologically possible.

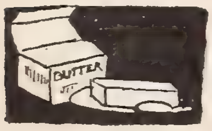
THE NEW 2-year program for corn-hog producers is encouraging an increase in hogs. Producers will be permitted under this program to produce 100 percent as many hogs as in 1932-33, which is expected to increase hog production 30 percent in 1936 over 1935. Meat from these hogs, however, will not be available until the marketing year which begins in October 1936. There never has been a cattle or sheep reduction program. Production of beef and veal in the 12 months ending with June 1936 will likely be changed little from the amount produced in 1934-35, but more cattle will be fed out to greater weights next year than this.

MEAT AND LARD supplies in 1935-36, then, are likely to be 14 percent smaller than in 1934-35, the first half of which included abnormally large slaughter forced by drought conditions. Experts believe that 1935-36 will see the low point in meat and lard supplies, and that the increased numbers of meat animals in that year will mean considerably increased meat and lard supplies in 1936-37. Shortage of these foods will be offset to some extent, however, by increases in supplies of dairy products and other edible fats and oils.



POULTRY MEATS in 1935-36 will not quite reach the quantities we had in 1934-35. The number of poultry has been declining for 2 years but indications now are that this trend will be reversed. Experts expect, however, that farmers will keep on their farms a larger than usual proportion of pullets for layers. Egg production in 1935-36 will likely be slightly larger than in the year before, but carry-over stocks on July 1, 1935, were smaller than those of a year earlier. Supplies available for domestic consumption, therefore, are expected to be 2 percent less than in 1934-35, 5 percent less than in 1933-34, and 12 percent less than the average for 1925-29.

MORE MILK will probably be produced in the 12 months ending with June 1936 than in any "corresponding period on record", say the experts. Despite the smaller number of cows again due to the drought, production per cow is expected to be greater due to good pastures this fall and the increased feed supply. Milk and cheese (in terms of whole milk) supplies may be 6 percent greater than in the previous year, 4 percent greater than in 1933-34, and 4 percent more than in the average for 1925-29.

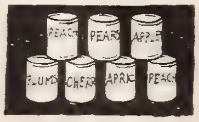


BUTTER will probably be more abundant, too, in 1935-36. About 45 percent of the total amount of milk produced in the United States in recent years has been used to make butter. If about the same proportion is used in 1935-36, experts expect to see 7 percent more butter move onto domestic markets than the amount available in 1934-35, 2 percent more than in the previous year, and 11 percent more than the amount available in 1925-29.

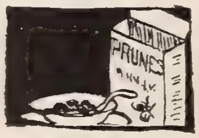
WHEAT SUPPLIES for 1935-36 are larger than necessary for our usual domestic needs, but the supply of good milling hard wheats is short. Experts figure it will be necessary to import some of this kind for domestic flour uses. Measured in total quantities, wheat supplies in that year should run 2 percent over 1934-35's supplies, 5 percent more than supplies in the year prior to that, and 4 percent over the average in 1925-29.

RICE SUPPLIES for domestic consumption in 1935-36 may be 7 percent below those of 1934-35 and 6 percent below the 1925-29 average. Production is expected to be larger than last year, but carry-over stocks have been reduced. With a smaller total supply and with shipments abroad encouraged under the rice adjustment program, the supply available at home will be somewhat reduced.

FRUITS of all kinds—whether fresh, canned, or dried—are expected to come to retail markets in quantities "more than ample for all requirements." The quantity available for consumption as fresh fruit may be as much as 13 percent greater than in 1934-35 and 15 percent above the 1925-29 average. Apples and grapes are now being marketed in their usual volume. Although supplies of pears and citrus fruits may not be so large as in 1934-35, they are believed to measure up to usual domestic needs and export demand.

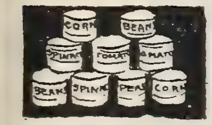


CANNED FRUITS, too, will be abundant as compared with previous years. For every dozen cans on dealers' shelves in 1934-35 there will be about 13 in 1935-36. Compared with the average in 1925-29, supplies in the year ending with June 1936 will probably be 20 percent greater. It is expected that canned peaches, apricots, cherries, apples, and grapefruit will be much more plentiful in this season than in 1934-35. Pears, although plentiful, will be slightly smaller in supply.

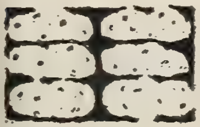


DRIED FRUITS in 1935-36 may be as much as 29 percent greater than quantities in the previous year and 42 percent over the average for 1925-29. Large production and carry-over with reduced exports of prunes explain much of this expected increase in supply for consumption. Raisins and dried apples will probably be plentiful, too. Supplies of dried peaches and apricots may be smaller than usual.

VEGETABLES, both fresh and canned, like fruits, should—if predictions are right—be on retail markets in greater quantity in 1935-36 than in the previous year. Production of onions, cabbage, carrots, and sweetpotatoes—all normally stored for winter use—was relatively large in 1935. Prospects are that supplies will be ample until the new crops are ready for market in the spring of 1936. If next spring's production of green vegetables to be sold fresh is as large as this spring's, total supplies in 1935-36 may run 7 percent more than in 1934-35, 19 percent more than in the previous year, and equal to the average for 1925-29. Drought reduced production of vegetables in a large part of the Central States last year. This season nearly every community in the country reported large crops, and home canning and preserving of vegetables for winter consumption is believed to have been greater.



CANNERS of vegetables have been operating at full speed this season and the pack of most varieties "is expected to be one of the largest on record," says BAE's report. Because consumption of commercially canned vegetables increased sharply in 1934-35 over the previous year, and carry-over stocks were therefore reduced, supplies for consumption in 1935-36 will have to come out of the new pack. Even so, experts estimate that there will be available for consumption in that year 16 percent more than in the previous year and 9 percent more than the average for 1925-29.



IRISH POTATO production this year, expected to be extra large, suffered a reduction during October when freeze and frost in Northern States, except in New England, spoiled from 15 to 25 percent of the undug potatoes in those States. Carry-over of the 1935 crop, therefore, will not be as great as anticipated. Total supplies during 1935-36 which will be available for consumers are expected to run about 5 percent lower than those in 1934-35, but about average for the years 1930-34. These estimates may have to be revised, depending on whether any one or all three proposed potato programs serve to increase or decrease supplies. The Potato Act of 1935 has not yet been made fully effective. A marketing agreement covering potatoes has been only proposed. A diversion program, intended to help up farm prices by encouraging the use of potatoes in making alcohol, starch, and in feed, has been announced, but price increases have apparently made it largely unnecessary. It is problematical, therefore, what administrative controls of supply there may be in 1935-36 and what effect they may have. Sweetpotatoes in 1935-36 may be 2 percent greater in supply than in the previous year and 13 percent above average amounts.

PEANUT SUPPLIES may reach a record high level in 1935-36. Relatively high peanut-oil prices may encourage greater use of peanuts for this purpose, but supplies for consumers who like their peanuts roasted or in peanut butter should be ample. Prospective supplies of dry edible beans are expected to be about one-fifth greater than actual consumption in 1934-35.

CHECK LIST OF FOODS FOR 1935-36

The Bureau of Agricultural Economics makes these comparisons of July 1, 1935–June 30, 1936, food supplies for domestic consumption with such supplies in previous years.

Commodity	Percentage 1935–36 compared with		
	Average 1925–29	1933–34	1934–35
Meats other than poultry	82	74	86
Poultry meat	91	88	99
Eggs	88	95	98
Milk and cheese in terms of whole milk	104	104	106
Butter	111	102	107
Lard	89	83	95
Other edible fats and oils	119	136	117
Wheat	104	105	102
Rice	97	118	95
Fruits, fresh	115	120	113
Fruits, canned	120	123	108
Fruits, dried	142	141	129
Vegetables, fresh	100	119	107
Vegetables, canned	109	126	116
Potatoes, Irish	103	109	95
Potatoes, sweet	113	103	102
Beans, dry	127	130	121
Peanuts	121	111	119
All foods combined	98.8	97.7	100.3

A Family of Three

(Two moderately active adults and a child under four) will have an adequate diet at minimum cost if they get these foods in these amounts every week.

FATS AND SUGARS :

2¼ lbs. fats,
2 lbs. sugars.

BREADS :

9 lbs. flour and cereals or corresponding quantities of bread, other baked goods and cereals

MILK :

14 qts. milk or its equivalent in evaporated milk, cheese, dried whole milk, dried skim milk, butter.

LEAN MEAT, FISH, POULTRY, EGGS :

3 lbs. lean meat, fish and poultry,
1 doz. eggs.

FRUITS AND VEGETABLES

8 lbs. potatoes,
and sweet potat
1¼ lbs. dried bea
peas and nuts, 3 lb
tomatoes and citr
fruits, 5 lbs. lea
green and yello
vegetables, 1 lb
dried fruits, 4 lb
other vegetables
and fruits.

Second of a New Series of adequate diets at minimum cost for families of varying sizes and ages, based on studies of the Bureau of Home Economics, Department of Agriculture.

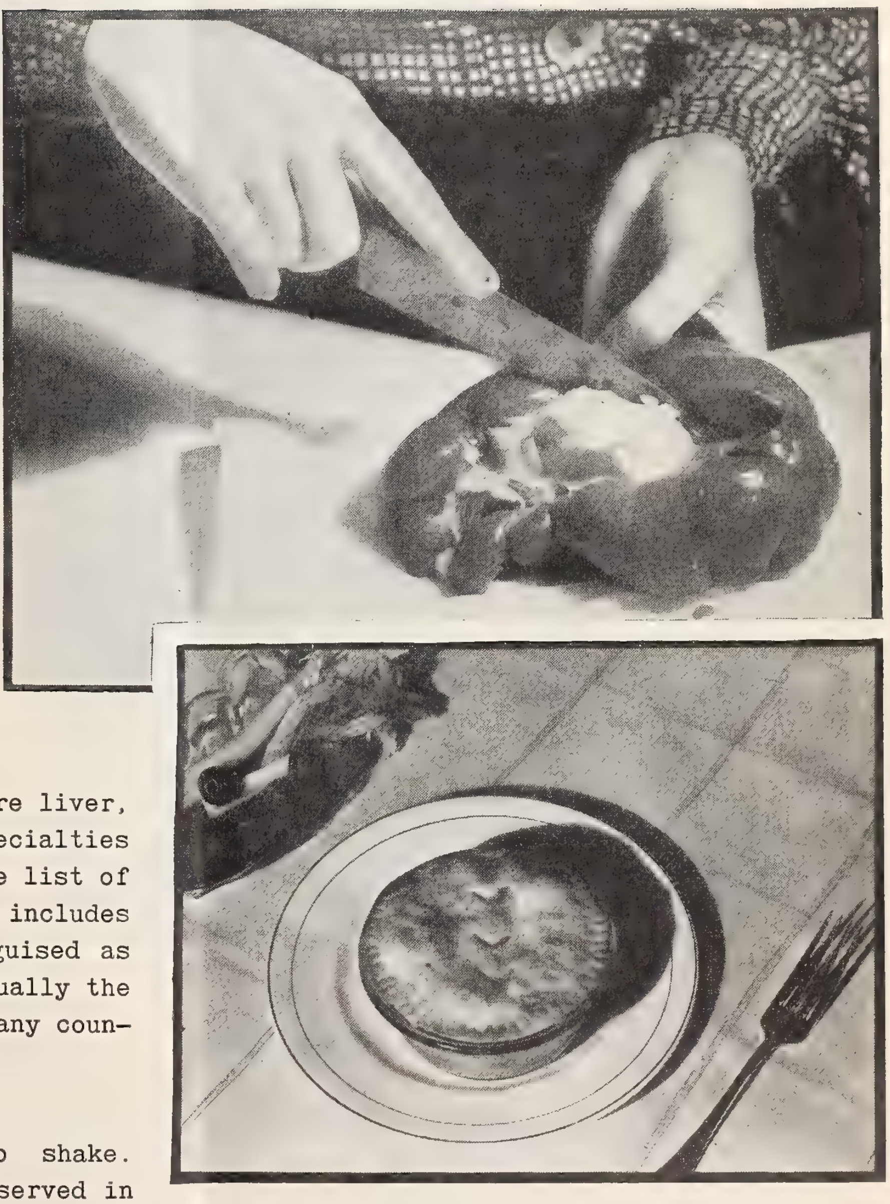
Meat Specialties . . . . in the Budget

How some often forgotten meats can provide welcome bargains to fit into crowded meat budgets.

DELICACIES to food connoisseurs the world over, gland and muscle tidbits that do not fit into the regular steak-chop-and-roast categories are just "edible byproducts" to Department of Agriculture meat specialists. The meat trade thinks of byproducts as something else again, so calls these tidbits "meat specialties." Some people call them "sundries", and others stretch the term "gland meats" to cover the whole list, which is stretching the truth.

BEST KNOWN actual gland meats are liver, kidneys, and sweetbreads. Nongland specialties are heart, brains, tripe, and tongue. The list of meat specialties does not end there. It includes other parts Americans eat only when disguised as sausage, etc. "Melts", for instance—actually the spleens of meat-animals—are a treat in many countries but seldom sold as such in America.

FOOD PREJUDICES are hard to shake. Children grow up thinking that food not served in their home is unnatural for human beings to eat. Different countries take different foods for granted as part of the scheme of life. America hesitates to taste a dish that would mean a company dinner in Europe. But these prejudices are ill winds that blow good opportunities for saving to canny meal-planners. It is precisely because the demand is heavier for pork chops and sirloin steaks that we can buy some of their less popular but inevitable



Kidney pie, long a favorite in England, has devotees in America too. First step in preparing beef kidney is to remove the fat.

Top, calves' hearts.
Left, calves' brains.
Center, sweetbreads.
Right, beef liver.
Bottom, beef kidneys.

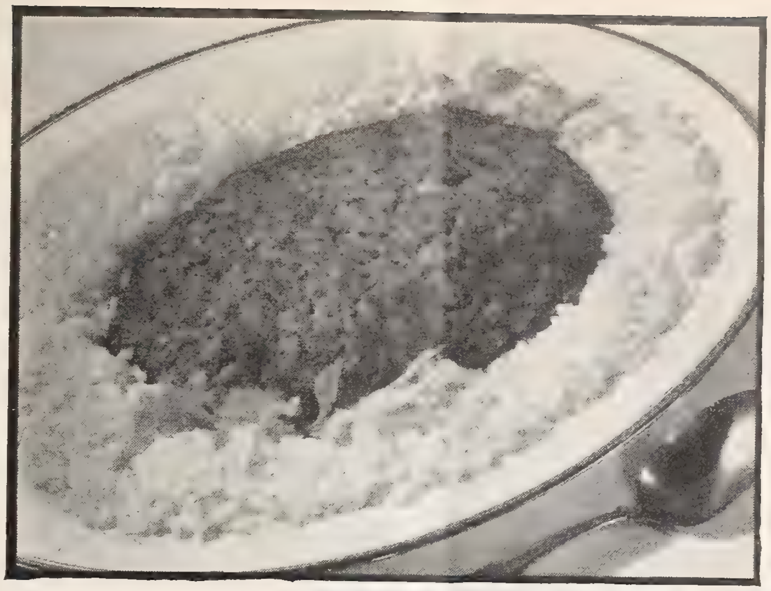
accompaniments at much lower prices. So thrift helps to break down the barriers of custom. More and more American homemakers are taking their cue from old-world chefs and learning how to slip extra portions of flavor variety and food value into the menu with the greatest of ease to the food budget.

ECONOMY headliner among the most-used meat specialties are brains, tripe, heart, the liver of beef, lamb, and hog; the kidneys of beef, veal, and hog.

NUTRITION headliners are liver, kidney, and brains, which make special offerings of food elements beyond the "efficient protein" for which dietitians value the muscle meats. Science has not learned the whole story yet, but it has offered evidence on which to base the belief of the nutrition experts in the Department of Agriculture that if we depend entirely on muscle meats and skip these "edible byproducts" we may be short-changing our bodies on many elements that we need to round out our diet.

LIVER, farthest advanced of all meat specialties on the road to American popularity, is famous for its use in the treatment of pernicious anaemia. It boasts a rich supply of iron and copper for good red blood. It is an excellent source of Vitamin A which helps to ward off certain infections, make children grow, and keep up the vitality of both grown people and children; of Vitamin C, the "tooth nutrition" vitamin for which doctors notably prescribe orange juice; and of Vitamin G, which has made the front pages in the fight against pellagra. Liver is a good source of Vitamin B, the vitamin that helps us avoid a sluggish, zestless, irritable state, and particularly needed in the diet of mothers who have young or coming babies. Liver is also a source of Vitamin D. Recent studies of nutrition specialists in the Bureau of Home Economics show that of the four livers, beef liver is richest in Vitamin D, hog liver next, lamb third, with calf's liver at the bottom of the list.

ALL LIVERS are rich in these important food values. Which is richest generally has not yet been determined by nutrition experts. Consumer preference, and with it a high price, has always gone to calf's liver, apparently because of the tradition that its flavor is more delicate than that of other liver. Consumers whose taste verifies this distinction may still make use of the low-priced livers by fitting their method of preparation to the product. Prescalding will tone down the flavor of over-strong liver. Beef liver can compete with the liver of younger meat animals when it is ground and served in such dishes as liver-and-rice loaf, liver paste sandwiches, scalloped



Beef liver, rich in vitamins and minerals, can compete for favor with its more expensive rival, calf liver, when ground and served in such dishes as liver and rice.

liver and potatoes, etc. These noncalf livers are still bargains in food value, though not the free gift from the butcher that they used to be. When beef liver first graduated from the gratis class it was priced at 25 cents for a whole liver which was quite a quarter's worth considering that a liver can weigh from 6 to 8 pounds. Then it went up to 5 cents a pound, but modern nutrition knowledge has stabilized its price at a higher level. All liver should be bright-colored and firm.

KIDNEY, runner-up to liver in food value, presents the same choice among types and prices. We can choose between the higher-priced lamb kidneys and the lower-priced beef, veal, and hog kidneys, knowing that no matter how we budget we are sure to get a good quota of Vitamins A, B, and C, and an excellent one of Vitamin G, along with rich supplies of iron and copper. Too-high flavor can be brought within range of taste by bringing kidneys to boil in successive cold waters. Hog kidneys are bean-shaped and rather flat. Lamb kidneys, the smallest of all, are more oval and plumper. Calf, smaller than beef, has the same segmented, cluster shape. Kidneys should be a bright brownish-red color, with lamb kidney tending toward purple, and calf kidney slightly lighter than beef.

FREEZING modifies the color of kidneys. Some markets with a demand for more kidneys than can be provided from their meat animals, buy them frozen and thaw them as needed. Consumers who wish to keep their purchases more than a few hours may well ask their butchers for the ones still frozen and thaw them in their own refrigerators. (See CONSUMERS' GUIDE, October 28, 1935.)

BRAINS, next on the nutrition bargain list, are still favored more by fancy tastes than by the average consumer. Excellent source of Vitamin C and a good source of Vitamin B, brains are likely to be within the range of any budget that can encompass meat at all. Firmness is the quality gage of brains, for which calf's brain ranks first with lamb's and hog's brain holding up less well. Sometimes brain is sold whole, sometimes divided into lobes and sold by the "pair", or "set", sometimes by the container-full, and sometimes by the pound. Consumers who buy by the pound can best judge their money's worth.

TRIPE, acquired taste for most Americans, is being acquired by more people here every year. Three decades ago so few people wanted to eat tripe that it was seldom offered for sale in the meat markets, but nowadays practically all tripe is sold over the counter in its original form. The muscular portion of the first and second of the four stomachs of cattle provides tripe. From one of them comes plain tripe and from the other honeycomb tripe, the basis for Philadelphia pepper pot soup, which is most favored by consumers, but not yet sufficiently to take it out of the bargain class. Much of the tripe you buy in the market has already been precooked.

HEART, though often mentioned as a gland meat is very actively a muscle meat with only the food value of that class. Beef heart, less expensive than calf's heart, requires more tenderizing methods of cooking. Lamb's heart, a choice item on the specialty list, is the smallest member of the heart family. Pork heart is coarser fibered and at the same time softer and a lighter color than the others, which should be a bright dark red color. All heart should be firm and full, and the more fat surrounding it the better.

TONGUE, while not at the bottom of the price scale of meat specialties is near the top of the palate scale. Because fresh tongue is very perishable, the bulk of lamb, pork, and veal tongues are marketed pickled and packed in jars. Beef tongue, more commonly smoked than fresh, for the same reason, can come from either cows or steers. Better texture and less waste go with the short bulky tongue of the steer. See that the fat and glandular tissue at the root of the tongue has been well trimmed away for this reduces the waste to such an extent that tongue may compare favorably in cost with other meat delicacies.

SWEETBREADS, epicurean rather than economical meat specialty, still compare favorably with a regular quality cut of meat because they are all food and no waste. Figure against that fact the slight shrinkage that takes place in cooking, and the cost of the frequently expensive ingredients in the recipe by which you prepare the sweetbreads. Technically either the thymus gland of the calf or lamb, or the pancreas gland of the hog, the veal thymus sweetbread is the one the cookbooks honor with their quite considerable attention. When you buy sweetbreads by the "pair", you mean the two parts of the gland connected by membranous tissue. The round, compact "heart" half is preferred to the other part called the "throat" sweetbread. If you buy your pair already separated, make sure you get your share of the heart halves. Since sweetbreads, like all these meat specialties, spoil quickly, they should come out of their wrapping as soon as they come home, and go into the refrigerator.

BYPRODUCTS though they are officially labeled, meat specialties can hold their own with sirloin steak on counts of sanitation and care in handling. They are subject to the same inspection laws which require that Federal inspectors pass every piece of meat produced by every packing plant that sells in interstate

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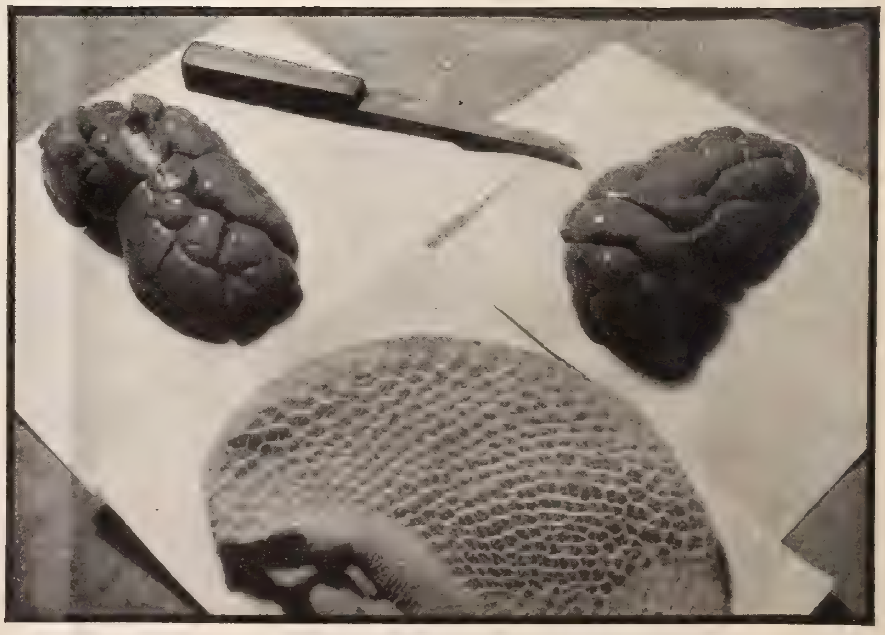


Honeycomb tripe, the basis of Philadelphia Pepper Pot soup, is becoming more popular every year. Kidneys come next to liver in food value.

A Better Food Cost Index

When the Bureau of Labor Statistics published its revised index of retail food costs it gave consumers a better yardstick of the cost of food to wage earners and low-salaried workers.

JACK WILLIAMS' family wants to know whether their income has increased to match higher food costs. The Billips Manufacturing Company wants to check its wages against food costs. Farmers' league of Ruralia wants to know how their price changes show up in workers' food costs. Watchdogs of consumers', business', labor's, and farmers' interests want an accurate measure of changing food costs.

NOT ALL the time but now and then a measure of food costs becomes a major necessity of all these people. In dozens of different ways such a yardstick becomes an essential in some family budgeting, in wage negotiations, in planning new business developments, in measuring economic progress.

WHAT YARDSTICK shall they use? Many agencies throughout the country keep tabs on food price changes but the only Federal Government agency which does the job for city workers and the only one doing a job this size is the Bureau of Labor Statistics which is a part of the Department of Labor. Ever since 1903 that Bureau has been publishing an index of food costs.

WORKING UP a yardstick of this kind in some ways is like making an automobile. In some ways it is much more difficult. To turn out an automobile, a manufacturer must assemble all his necessary raw materials and his workers, and then turn his engineering and managerial skill to work on combining them in the right proportions to produce a car with certain construction, appearance, capacity to perform.

First operation is transcribing to coded cards the 200,000 different quotations reported by the merchants.

Every two weeks some 2,000 merchants from 64 cities report prices they charge for food to the Bureau of Labor Statistics Retail Price Division where its trained staff works these raw materials into yardsticks of workers' food costs.

JUST SO, a statistician who wants to produce an index of food costs must collect prices, the raw materials of his product, and then put his scientific skill to work in combining them in the proportions that represent faithfully actual family expenditures.

BUT THE automobile manufacturer is not concerned with making a car that represents all cars on the market. He can let his imagination play on something unique and indeed he thrives best when his product is different in one way or another from the product of every other automobile manufacturer. The statistician's job, on the other hand, is to take a limited amount of raw material and produce an "index" which represents all possible raw material. Above all he must keep out of the picture any smallest suggestion of his personal preferences.

TECHNIQUE in doing the statistician's job changes with the years, just as in building an automobile. Statisticians discover new methods of working out their problems, new perfections in approach. 1935's model index of food costs is bound to be different from 1903's, if this new technique is applied. An automobile manufacturer who failed to put into practice the new technique he has learned in producing a car but kept on turning out an antiquated model would soon be out of business.

ANY STATISTICIAN who sets to working up a yardstick of food cost has three major jobs to do. It is not enough merely to collect a lot of prices, average them, and say these represent the prices that workers are paying. First, he must know at what shops workers make their purchases and what prices they pay for foods. Second, he must know what kind of foods and in what amounts workers are buying. Finally, he must give each of those prices the relative importance it has to the worker who is buying the food. The price of caviar may jump 100 percent, but if workers do not buy caviar that great increase in price would not represent any greater cost to them. If the price of apples, on the other hand, were to jump 100 percent and if workers usually buy 10 pounds a week, that increase would mean something.

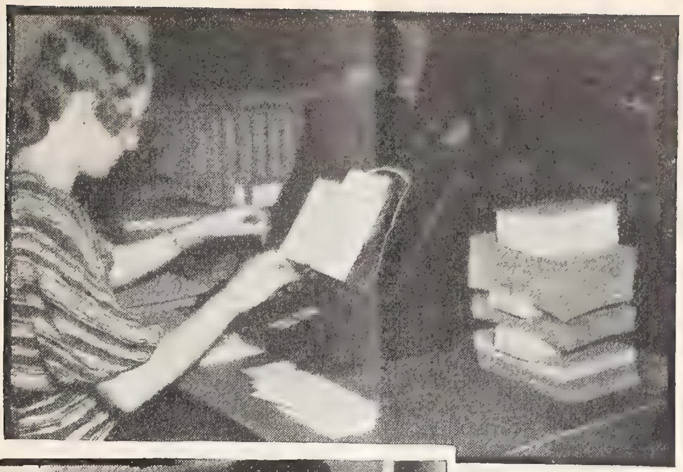
BEFORE 1921 the index of food costs published by the Bureau of Labor Statistics represented prices of only 22 foods. These foods were believed to be among the most important which workers bought. Each was weighted according to the estimated amount consumed by the average family. Different consumption weights were used for different areas.

NEW IMPROVEMENTS came in 1921. The Bureau of Labor Statistics had made a study of actual food expenditures by 8,531 families of wage earners and lower-salaried workers in the years 1917-19 in the 51 cities from which the Bureau obtained retail food prices. They found just what kind of foods and how much of each were bought during a year by this group of families. An improved index of food costs was worked out in which the price of each separate food was weighted according to its importance in workers' food expenditures. Prices paid in the cities located in the "North Atlantic" region were weighted by the amounts bought by families located in this region. Prices in other regions were similarly weighted. Instead of reporting on just 22 foods, the list was expanded to cover 42.

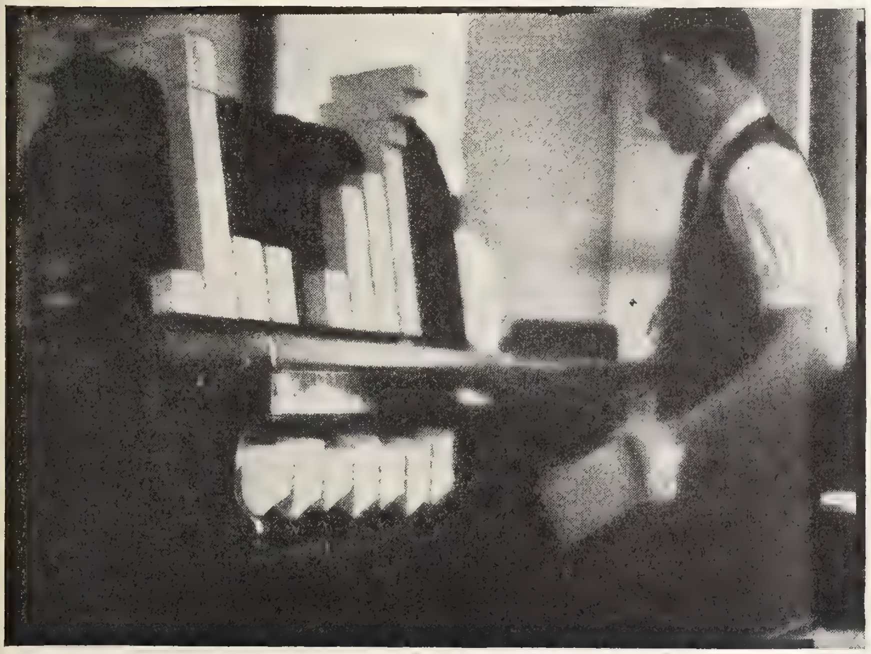
THE 1921 MODEL index of food costs was published by the Bureau of Labor Statistics from that time until October 8, 1935. Indexes for years before 1921 were revised using the new method of weighting.

TWO YEARS AGO the experts in this kind of work, appointed by the American Statistical Association, began looking into the technique used in preparing these indexes of food costs. They found ways of improving it so as to get a more faithful picture of what was happening to food costs.

FIRST, they pointed out, workers ordinarily buy more than the 42 kinds of foods on which indexes of food costs are computed. The list was therefore expanded so that the index would cover 84 foods. But workers buy even more than 84 different kinds of food. While the 84 might represent the most important kinds, the other foods should not be slighted, if the index is to be truly representative of the cost of food in general to workers' families. To get around this problem, the experts suggested that all the foods ordinarily bought should be grouped, putting all those whose prices usually



Every operation is checked and double checked to get 100 percent accuracy. A checker here is verifying the first transcription.



Between the initial transcription and the final tabulation, cards must be sorted and individual items multiplied. A sorter is at work here at a machine that can classify as many as 168,000 items in a day

move together in the same group. Then they proposed that the foods for which prices are collected should be reweighted so that the foods quoted really reflected changes in prices of those foods and all similar foods in the workers' food budget.

THE EXPERTS took a new look at the food buying habits of workers' families in the different cities covered. They found that workers in one city do not always buy food in the same amounts as do workers in another city, although both cities may be in the same geographical area. The experts proposed, therefore, that prices in each city be weighted, not only for consumption in that city, but also according to the importance of that metropolitan area in relation to the total population of the country.

TO HELP those people who want to compare the index of food costs with indexes of workers' earnings and other important economic yardsticks, the experts suggested further that all comparisons should be made with the same period. Since many of these other indexes started with the years 1923–25 as 100, they said, make the food cost index start with this same period as 100.

[Concluded on page 31]

Final step is the tabulation of data for use of the experts who analyze and comment on results. This machine automatically transcribes data from the cards to great sheets at the rate of 7,500 cards per hour

Consumers' Counsel Asks for Bread Costs

"If consumers are to be correctly informed on the basis for increased bread prices they should have facts on costs in cities where increases take place."

AS WE go to press bakers in 22 cities where higher bread prices have been reported have received questionnaires from the Consumers' Counsel asking them to volunteer information for consumers on their costs. Some of the cities are included in the retail price report on page 21 of this issue. Some are cities mentioned in press reports. The list includes: Allentown, Pa.; Bridgeport, Conn.; Bordentown, N. J.; Dallas, Tex.; Evansville, Ind.; Hartford, Conn.; Indianapolis, Ind.; Los Angeles, Calif.; Louisville, Ky.; Milwaukee, Wis.; New Haven, Conn.; Newport News, Va.; Norfolk, Va.; Pensacola, Fla.; Philadelphia, Pa.; Pittsburgh, Pa.; Portsmouth, Va.; Richmond, Va.; Toledo, Ohio; Washington, D. C.; Kansas City, Mo.; and Butte, Mont.

INTEREST of the Consumers' Counsel in the price of bread was brought to a focus in early October by wide-spread discussion of threatened price advances in the trade press and the daily newspapers. Bakers, millers, and others were quoted as saying that AAA policies and the processing tax compelled the increase in price. Flour millers in Philadelphia were reported as having served notice on bread bakers that those who did not raise their price would get no flour. Bakers' associations in various parts of the country were reported to be meeting to agree upon higher prices. Putting together all these reports received by Consumers' Counsel, both from public and private sources, the conclusion was inescapable that an advance to higher bread prices all along the line was about to get under way.

"DURING recent weeks", the Consumers' Counsel wrote the bakers in cities where higher prices had been put into effect, "many statements have appeared in the public and trade press concerning the possible necessity for raising the price of bread. In most of these statements the explanations offered as to why an increase in price is held to be necessary are of a very general character and do not give any specific information about the particular prices or costs of those bakers whose prices have been advanced.

"IF CONSUMERS are to be correctly informed concerning the basis for increasing the price of bread, the information given to them should relate specifically to the baking of bread in the city where the increase takes place. I feel that consumers should receive this information, and the recent wide-spread discussion of the matter suggests that many members of the baking industry agree with this point of view.

"IT HAS been reported to us that the price of white bread has recently been increased in your city. In order to make it possible for consumers to receive the information referred to above, I am asking each baking company in your city to furnish on a voluntary basis the information requested on the enclosed schedule. This schedule lists eleven questions on prices, costs and ingredients of white bread in October 1935 and in three earlier periods which, by comparison, should throw light upon the recent increase in price.

"IF YOU have increased the price of your white bread, either through an advance in price or a reduction in size of loaf, will you cooperate with us in making available to consumers in your city the information called for in this schedule? In order that this may be done without disclosure of the private records of any company, I hereby specifically agree with you that the information which you furnish will be treated confidentially, will be published only in combination with information from other bakers, and will in no case be so published as to permit identification of the reporting company.

"I URGENTLY request your cooperation in this undertaking. If there has been no recent change in the cost of your bread to consumers, will you kindly inform me. If, on the other hand, you had made an increase but you feel the request for this information cannot be complied with, I shall appreciate your advising me to that effect."

THIS INQUIRY by the Consumers' Counsel is concerned solely with right of consumers to have the facts about prices and costs. At no time has he taken the position that all increases in the price of bread are unjustified. Neither has he said that they are justified. He has said that consumers should have the facts so that they can judge for themselves and that those bakers who raise their prices should furnish the facts.

EVERY ECONOMIC interest in the country seeks to protect itself by getting access to the same kind of information that is sought here for consumers. Producing interests are constantly studying and analyzing costs of raw materials and the reasons behind these costs, costs of transportation and the reasonableness of such costs, costs of marketing and the possible ways of reducing these costs. What information these groups cannot get individually or as trade groups, the Government gets for them.

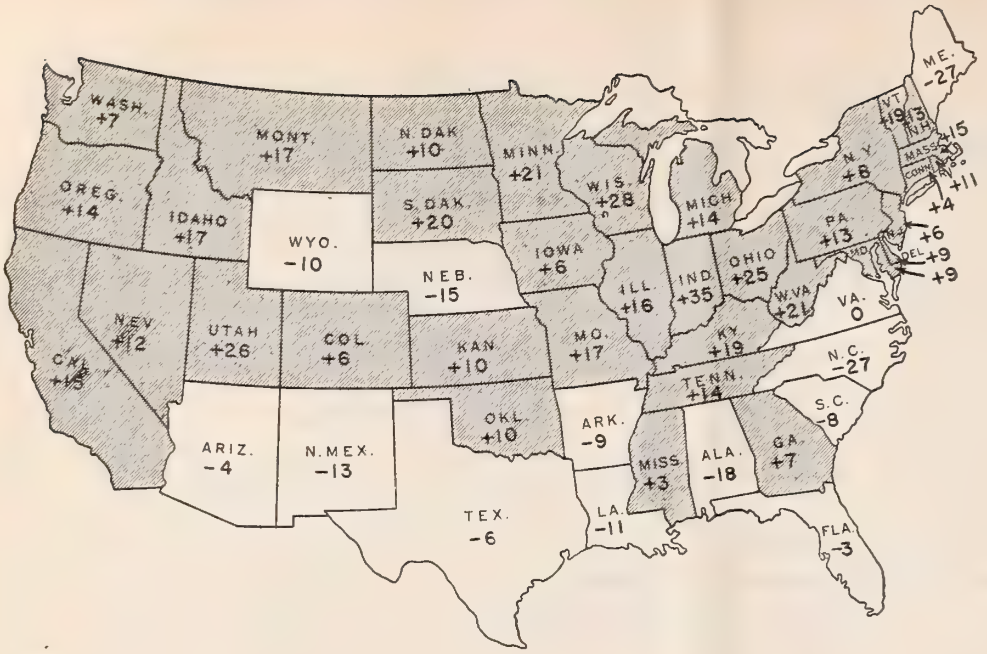
TO UNDERSTAND

What's behind bread price advances you should have facts from your bakers on

1. Present retail prices of each size loaf, compared with prices in previous periods.
2. Present wholesale prices of each size loaf, compared with prices in the same earlier periods.
3. Changes in size of loaf through these periods.
4. The kind and grade of flour used in making white bread now compared with the same earlier periods.
5. Formula used in each period and number of pounds of bread made from a barrel of flour in each period.
6. The kind and grade of shortening used in making white bread now compared with the same earlier periods.
7. Present cost of ingredients, compared with costs in the same earlier periods.
8. Present cost per 100 pounds of white bread of other items, such as shop costs, administrative and office expenses, selling and delivery expense, return goods, etc., compared with such costs in the same earlier periods.

SIMILAR economic service to the industry of consumption is virtually nonexistent. Voluntary action of consumer groups has made a start, a very small start to date. Government agencies, most notably the Bureau of Home Economics of the Department of Agriculture and the Bureau of Labor Statistics of the Department of Labor, make contributions along particular lines. The recent establishment of the office of Adviser to the President on Consumer Problems offers hope that such consumer services will be expanded and made more comprehensive. Meanwhile consumers must recognize the difficulty they will encounter in achieving general recognition by other groups of their economic interest as having equal importance with those of agriculture, manufacturing, banking, and commerce. This is the significance of the apparent belief on the part of some bakers and flour millers that they are being "denounced" when they are only being asked to furnish facts for consumers.

THE GENERAL price advance of one cent in bread prices, urged by some of the trade, has failed to materialize so far. Elsewhere in this issue we report on changes in bread prices which had occurred between October 8 and November 5 according to the Bureau of Labor Statistics. Only 10 of the 61 cities covered by that Bureau showed more than minor average price advance. Many cities, of course are not covered by the Bureau of Labor Statistics. Wherever possible we have collected information on bread prices in cities not so covered. The 22 cities to which questionnaires have been sent may not cover all localities where there has been an appreciable advance, but indications are that anticipated Nation-wide upward movement has not materialized as yet.



Farmers' sales of principal products in 35 states were greater in the first nine months of 1935 than in the first nine months of 1934. Figures show the percent of change up and down.

CONSUMER-FARMER BRIEFS *from* WASHINGTON

EIGHT—20—36—up go farmers' sales. That means more money to spend on city workers' products, more money for paying bills and taxes. Sales of farmers' principal products during the first 9 months of 1935 were 8 percent higher than in the same months of 1934, 20 percent higher than in 1933, 36 percent higher than in 1932. The figures are: 1932, $3,084,000,000; 1933, $3,239,000,000; 1934, $3,892,000,000; 1935, $4,215,000,000.

THE MAP at the top of the page shows the 35 States where sales of these products were greater in the first 9 months of 1935 than in the same period of 1934.

FARMERS' TOTAL cash income is somewhat bigger than these figures. It includes income from minor sources and from processing taxes. Count of total cash income by States for this period has not yet been made. Rental and benefit payments for the first 8 months of 1935 totaled $350,000,000, an increase of 40 percent over the $250,000,000 of the same months in 1934. Such payments from January through August 1933 totaled only $7,500,000.

AAA

GUESSWORK in detecting small quantities of lead is outdated now with the improved method for determining the presence of these minute quantities which has been developed by chemists of the Food and Drug Administration. Experts look to this method to promote better industrial hygiene as well as aid the food industry. It is expected to speed up the testing of large quantities of fruit. With its aid small amounts of lead can be detected in milk. The new method may also be used in determining the proportion of lead in the air in a factory where lead fumes are produced. Food and Drug officials who keep eternal vigilance on interstate shipments of fruit sprayed with lead, say that State officials are giving increasing attention to intrastate shipments and that consumers are safer from the danger of lead poisoning today than they have ever been.

AAA

TURKEYS OF tomorrow may be smaller and fatter than their forbears. The birds that graced the groaning boards of yesteryear are too big for modern small families. They won't go into new ovens, and left-overs may have lost their hold on housewives' imagination. To meet the demand for more compact turkeys, the Department of Agriculture is breeding a small plump fowl on its farm in Maryland. Poultry experts hope that the new bird will grow fast on cheap feed and resist the many ills to which old-fashioned turkey flesh was heir. These model fowl should be relatively cheap, and may take turkey out of the luxury class.

AAA

MORE THAN 60,000 samples of questionable foods and drugs were collected and examined by Food and Drug officials in the year ending with June 30, 1935, their annual report states. Seizures and prosecutions were slightly ahead of the 1934 record. Chief benefit of this inspection is consumer protection. An important byproduct is protection of careful merchants from unscrupulous competitors.

AAA

PLENTY of nuts will be coming to market this fall, nut census experts report. Total production of English walnuts, pecans, almonds, and filberts is about 90 percent ahead of last year. Eat them with discretion, say the nutrition experts. Nuts are concentrated foods, best used to supplement, not substitute, for other foods. Nut protein is good quality but to get enough at a meal it would be necessary to eat too much fat along with it. Unblanched almonds, hazelnuts, walnuts, pecans, and hickory nuts are good sources of iron. Mark up a plus sign on Vitamin B and a minus sign on Vitamin A for most nuts.

AAA

CAFFEIN in ginger ale must have its presence declared on the label, warns the Food and Drug Administration, declaring that "Consumers are entitled to know when ginger ale root beer, and other beverages which ordinarily do not contain caffein have been changed in this way."

AAA

OVER 900 million pounds of meat—which would otherwise never have reached them—have been or are to be distributed to relief families, due to purchases which the Agricultural Administration has made at different intervals since its organization in 1933. Close to 140 million pounds of dairy products and 9 million pounds of sugar likewise have been purchased for relief families.

TWO-WAY RELIEF—(1) for farmers, penalized by low prices for producing unmarketable abundance or stricken by drought losses, and (2) for families, suffering want because they cannot get jobs—has been a part of AAA activities from its beginning. Within the limits of funds provided for such relief, AAA has bought up such food supplies, turned them over to the Federal Surplus Relief Corporation for processing and distribution through relief agencies to distressed families. This Corporation has now been reorganized into the Federal Surplus Commodities Corporation which will, with AAA, continue the work of applying funds, provided by Congress for the purpose, to the purchase of food supplies which choke up normal trade channels and to the distribution of these foods to families who would otherwise have to go without.

THE RECORD to date lists these purchases:

Dairy Products
67,973,000 pounds of butter,
37,596,000 pounds of evaporated milk,
17,970,000 pounds of cheese,
13,482,000 pounds of dry skim milk.

Sugar
9,000,000 pounds of domestic beet sugar.

Meat Products
766,591,000 pounds of beef and other meats,
130,581,000 pounds of pork products,
20,742,000 pounds of canned mutton,
195,000 pounds of canned goat meat.

FARMERS in drought-stricken areas came in for special help in the purchases of feed, forage, and seed, made for them.

TOTAL EXPENDITURES by AAA for this two-way relief up to November 1, 1935, came to $204,157,000. Of this, $187,540,000 has been or will be recovered in cash or is represented in the value of commodities used by the Government for distribution to needy and unemployed.

ALL BENEFITS from this relief program are not immediately edible. The culling of cattle, encouraged by the drought-relief program, has improved the quality of stock left on farms and bodes well for better quality of meat to come. Government purchases of seed conserved supplies for planting in 1935, to mitigate acute shortage in drought devastated areas. Purchases of livestock, which otherwise would have been rushed to market in puny condition or left on farms to die of thirst and starvation, meant hard cash in farmers' pockets when it was desperately needed.

Your Food

RETAIL FOOD prices dropped slightly as a group from October 22 to November 5. On October 22 the index number of the Bureau of Labor Statistics stood at 80.5 percent as compared with 100 as the average in the 3 years, 1923 to 1925. The November 5 index stood at 80.4, or 0.1 percent less than the average 2 weeks earlier.

MOST IMPORTANT price decrease was in meats. Prices of practically all kinds of meat and meat products fell, but the sharpest drop showed in the average price of pork chops which fell about 14 percent in the 14 days. This is a remarkable price decline and one of the sharpest on record in meat prices. The drop in meat prices was not limited to pork chops, however, but extended to practically all cuts of beef, lamb, and pork, and also to pork products, such as bacon and lard. Prices of hens also fell off slightly.

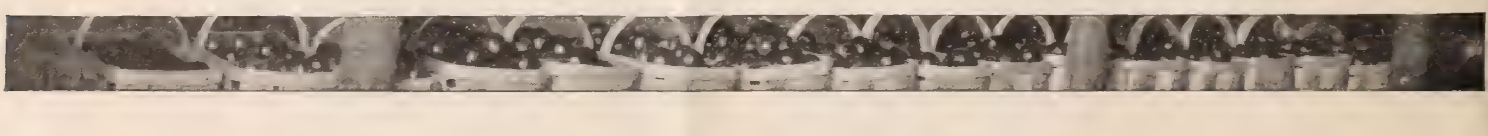
MANY CONSUMERS will be interested in this change downward in the price of meats because meat prices had been climbing during the past year to levels which were high compared with those of the past 2 years. This falling off in meat prices probably does not indicate the end of the high-price period. Economists who specialize in livestock and meats tell us that the effects of the 1934 drought will be with us for a long time and that we must expect meat prices to continue at fairly high levels at least throughout the coming winter and spring. Some drop in meat prices usually occurs during the fall months and the recent decline probably will prove to be of a rather temporary nature; nevertheless, it will be very welcome to consumers. Consumers will also be interested to know that while the economists do not expect any major shrinkage in meat prices for some time, they do not believe that prices are likely to go much higher. That is, we can probably expect meat prices to continue at something like their present levels during the next several months.

IN CONTRAST to the drop in meat prices reports indicate a moderate but continued rise in the price of bread. Bread prices, of course, are very important to practically everyone. Even the poorest family buys bread regularly and in some cases may buy more bread than richer families. For that reason the Consumers' Counsel and other agencies in the Department of Agriculture always watch the price of bread very carefully. The GUIDE has discussed the bread situation several times in recent issues and there has also been a good deal of discussion in the public press. Our position has been that while the cost of some flours and shortening have increased this fall, bakers should not take advantage of slight increases in ingredient costs by making major advances in retail prices, and that consumers are entitled to a factual explanation as to costs in cities where bread

CHANGES IN CITY RETAIL PRICES

Kind of food	Oct. 22, 1935	Nov. 5, 1935	Change in two weeks
Dairy products:	¢	¢	%
Milk, qt	11.5	11.5*	——
Cheese, lb	26.8	26.9	+0.4
Butter, lb	34.5	35.4	+2.6
Beef:			
Round steak, lb	36.2	35.0	-3.3
Rib roast, lb	31.5	30.6	-2.9
Chuck roast, lb	24.4	24.0	-1.6
Pork:			
Chops, lb	38.8	33.4	-13.9
Lard, lb	21.7	21.0	-3.2
Whole smoked ham, lb	33.9	33.2	-2.1
Lamb:			
Leg of lamb, lb	28.1	26.8	-4.6
Breast lamb, lb	13.0	12.5	-3.8
Square chuck, lb	21.9	21.4	-2.3
Poultry and eggs:			
Hens, lb	30.9	30.8	-0.3
Eggs, doz	44.7	45.2	+1.1
Bread:			
White, lb	8.4	8.5	+1.2
Rye, lb	9.1	9.1	——
Whole wheat, lb	9.4	9.5	+1.1

* 3.5-5.0 percent butterfat (continued).



CHANGES IN CITY RETAIL PRICES

Kind of food	Oct. 22, 1935	Nov. 5, 1935	Change in two weeks
Cereal products:	¢	¢	%
Flour, lb	5.3	5.4	+1.9
Macaroni, lb	15.5	15.5	——
Wheat cereal (28-oz. package)	24.3	24.2	-0.4
Vegetables – canned:			
Corn, #2 can	11.9	13.0	+9.2
Peas, #2 can	16.4	16.3	-0.6
Tomatoes, #2 can	9.4	9.4	——
Vegetables – fresh:			
Potatoes, lb	1.8	1.9	+5.6
Onions, lb	3.7	3.8	+2.7
Cabbage, lb	2.5	2.6	+4.0
Vegetables – fresh:			
Lettuce, head	8.4	9.2	+9.5
Spinach, lb	6.3	6.1	-3.2
Carrots, bunch	4.5	4.8	+6.7
Fruit – canned:			
Peaches, #2½ can	19.3	19.3	——
Pears, #2½ can	22.7	22.5	-0.9
Pineapple, #2½ can	22.6	22.6	——
Fruit – fresh:			
Apples, lb	4.4	4.6	+4.5
Bananas, doz	21.7	22.8	+5.1
Oranges, doz	33.5	33.0	-1.5

Bill

Complete on this page

price increases have been put into effect or are contemplated.

BETWEEN OCTOBER 8 and November 5 major increases of 0.3 cent or more per pound loaf occurred in only 10 of the 57 cities reported on. In 26 cities there was no change in price. In 21 cities the change up or down was, in all cases but one, no more than the usual slight movement. While flour prices went up sharply in September and in early October, they dropped off again in the latter half of October and in early November. Unless flour prices should start up again there appears to be no reason to expect any further marked increase in bread prices. Here and there bread prices may be raised slightly as bakeries use up their supply of flour and buy new supplies at somewhat higher costs.

NOVEMBER'S Crop Report confirms earlier indications that there will be an adequate supply of nearly all food crops except certain classes of wheat. This is in spite of the fact that the frosts and freezes during October reduced the prospects for several of the late crops. The potato crop, for example, will be smaller than was expected a month ago because some potatoes were damaged by freezing in the West and Central West. This does not mean that there will be any shortage of potatoes, however. The crop is considerably smaller than that of last year but almost equal to average. There has been an ample supply of most vegetables throughout the season. Reports are that large quantities of vegetables have been canned and there are fairly large supplies of winter vegetables in storage. Fruit crops are about average, and the supply of nuts is unusually large.

FEED GRAIN supplies are sufficient to provide for the usual rations for the reduced number of livestock on farms and to leave a rather small carry-over into next year. Hay production this year is above average and will permit the feeding of more than the usual ration per head.

FINAL ESTIMATES of crop production are published in December when some minor revisions can be expected. Usually, however, the November report gives a very accurate estimate of the production of most crops. Whatever changes may be made in the December report it is certain that there will be an adequate supply of all food crops with the exception of certain kinds of wheat which must be imported from Canada. Supplies of meat, of course, will continue to be relatively low for many months to come.

FOOD PRICES on OCTOBER 22

are reported and commented on in a separate statement, copies of which may be obtained by addressing requests to the Consumers' Guide, Agricultural Adjustment Administration, Washington, D. C. The supply is limited.

Dairy Products

BUTTER PRICES rose sharply from October 22 to November 5, the average increase amounting to 0.9 cent a pound. Cheese prices went up 0.1 cent a pound in the same period. There was no change in the average price of milk. The rise in butter prices amounted to 2.6 percent in the period of 2 weeks.

PRICES of butter in the wholesale markets continued to advance throughout October and the first half of November. In New York City, for example, the wholesale price of 92-score butter rose about 7 cents a pound from the last week in September to the week ending November 16. This probably means that butter prices to the consumer will continue to go up for several weeks.

RETAIL PRICES of butter in November appear to be slightly higher than they were at the same time last year. Although butter prices usually advance during the fall, the increase since last August seems to be greater than the usual seasonal rise. Behind these two facts is another, namely, that high prices for all meats are encouraging farmers to shift from dairy products to meat animal production where such shifts can easily be made. As a result, butter production has been dropping during the last few months. Increasing pay rolls are also believed to be helping up the present level of butter prices.

PRESENT INDICATIONS for the coming winter, however, are that butter production should be larger than it was last, although it will probably not measure up to the quantities produced during depression years because of the relatively greater profit in producing meat animals. Prices of butter in early 1936 are expected to be lower than they were in early 1935.

FARM PRICE of butterfat in October averaged 25.9 cents a pound which was 1 cent higher than in the previous month and 1.6 cents higher than in October 1934. Drop in the prices of feed grains together with the rise in the price of butterfat have resulted in a price relationship more favorable to the dairyman than has existed any time during the past 19 months.

Average Retail Prices, November 5, 1935 (cents)

Markets	Milk, fresh		Cheese	Butter
	Quart (delivered)	Butterfat content range	(lb.)	(lb.)
United States	11.5	3.5-5.0	26.9	35.4
New England:				
Boston	11.7	3.7-4.8	27.1	32.9
Bridgeport	13.0	3.7-4.8	28.9	35.3
Fall River	13.0	3.3	26.6	32.1
Manchester	12.0	3.8-4.0	27.1	32.9
New Haven	13.0	3.7-4.0	27.3	35.2
Portland, Maine	12.0	4.0-4.3	26.9	33.4
Providence	13.0	3.7-3.8	26.4	32.5
Middle Atlantic:				
Buffalo	12.0	3.6-3.7	26.0	33.4
Newark	13.0	3.5-3.7	27.2	36.6
New York	12.5	3.5-3.7	28.7	36.4
Philadelphia	11.0	3.5-3.8	29.3	36.7
Pittsburgh	11.0	3.6-3.8	27.9	36.1
Rochester	12.0	3.8	27.9	33.1
Scranton	11.0	3.8	27.6	33.8
East North-Central:				
Chicago	10.0	3.5-3.8	28.6	35.4
Cincinnati	12.0	3.5-3.8	24.8	34.2
Cleveland	10.0	3.5	27.4	34.5
Columbus	10.0	4.0	25.9	25.9
Detroit	12.0	3.6-3.7	25.3	25.3
Indianapolis	10.0	3.8-3.9	25.3	25.3
Milwaukee	10.0	3.6	27.3	27.3
Peoria	11.0	3.8-4.0	34.8	34.8
Springfield, Ill.	11.1	4.0	24.4	24.4
West North-Central:				
Cedar Rapids	10.0	———	24.8	24.8
Kansas City	11.1	3.8-4.0	26.2	26.2
Minneapolis	10.0	3.5-3.7	25.2	25.2
Omaha	10.0	3.8	25.1	33.2
St. Louis	10.1	3.7-3.8	25.5	35.3
St. Paul	10.0	3.6-3.7	25.1	33.8
Wichita	10.0	3.7-4.1	21.4	31.0
South Atlantic:				
Atlanta	14.0	4.2-4.4	23.7	36.5
Baltimore	12.0	4.0-4.2	26.0	36.4
Charleston, S. C.	15.0	4.0-4.3	23.1	34.4
Jacksonville	15.0	4.0-5.0	23.0	35.0
Norfolk	14.0	3.8-3.9	23.2	34.7
Richmond	12.0	3.5	23.7	33.9
Savannah	14.0	4.0-4.6	23.2	35.3
Washington, D. C.	13.0	4.1	26.2	35.9
Winston-Salem	———	4.3	26.9	34.9
East South-Central:				
Birmingham	13.3	4.3-4.5	21.5	35.4
Jackson, Miss.	13.0	4.4	24.6	35.0
Knoxville	12.0	4.0-4.2	28.0	34.4
Louisville	12.4	4.0	26.4	35.8
Memphis	10.5	3.5-4.5	22.6	34.0
Mobile	14.0	4.0-5.0	23.7	33.8
West South-Central:				
Dallas	11.0	4.4	25.8	33.7
Houston	12.0	4.2-4.6	22.3	34.4
Little Rock	12.0	3.8-4.5	23.1	33.0
New Orleans	11.5	4.0-4.5	25.2	35.0
Oklahoma City	11.0	4.0	26.7	35.9
Mountain:				
Albuquerque	11.0	4.0-4.1	26.8	35.0
Butte	10.0	3.5-3.7	24.0	34.9
Denver	10.9	3.7-3.8	27.3	35.5
Salt Lake City	10.0	3.8	23.7	37.4
Pacific:				
Los Angeles	11.0	4.0	27.1	37.9
Portland, Oreg.	10.5	4.0	24.9	36.5
San Francisco	12.0	4.0-4.2	28.0	38.3
Seattle	9.0	4.0	23.7	37.7

verage Retail Prices, November 5, 1935 (cents)

Markets	White (lb.)	Rye (lb.)	Whole-wheat (lb.)
nited States	8.5	9.1	9.5
New England:			
Boston	8.3	9.2	8.8
Bridgeport	9.1	9.8	9.8
Fall River	7.8	8.4	8.9
Manchester	8.3	9.0	8.9
New Haven	9.1	9.7	10.0
Portland, Maine	9.1	9.5	9.3
Providence	8.2	8.8	9.4
Middle Atlantic:			
Buffalo	8.4	8.5	9.4
Newark	9.1	9.5	9.6
New York	8.8	9.1	9.7
Philadelphia	9.6	9.9	10.7
Pittsburgh	8.9	10.6	10.7
Rochester	8.1	8.2	9.0
Scranton	9.6	9.6	9.4
East North-Central:			
Chicago	7.5	8.1	9.1
Cincinnati	7.9	9.4	9.6
Cleveland	7.8	8.4	8.7
Columbus	8.2	9.1	9.3
Detroit	7.5	7.7	8.2
Indianapolis	7.4	7.8	9.2
Milwaukee	7.8	7.7	10.0
Peoria	8.0	9.1	9.3
Springfield, Ill	8.8	9.7	9.7
West North-Central:			
Cedar Rapids	8.9	9.5	10.1
Kansas City	8.0	9.1	9.2
Minneapolis	8.4	8.9	9.3
Omaha	8.5	9.0	8.8
St. Louis	8.3	9.1	9.6
St. Paul	8.4	9.0	9.6
Wichita	7.6	8.0	9.3
South Atlantic:			
Atlanta	9.2	9.4	9.0
Baltimore	8.8	9.7	9.6
Charleston, S. C	9.2	9.8	10.0
Jacksonville	9.7	9.8	10.0
Norfolk	9.1	9.4	9.5
Richmond	8.8	8.9	9.5
Savannah	9.4	10.0	10.5
Washington, D. C	9.3	9.6	9.9
Winston-Salem	10.7	11.0	11.3
East South-Central:			
Birmingham	9.8	10.0	10.0
Jackson, Miss	9.5	10.1	10.0
Knoxville	—	—	—
Louisville	7.8	8.2	8.8
Memphis	8.4	9.4	9.5
Mobile	9.3	10.0	10.0
West South-Central:			
Dallas	8.8	9.0	8.8
Houston	6.7	8.6	8.8
Little Rock	9.8	9.7	9.8
New Orleans	8.2	8.7	9.7
Oklahoma City	9.2	10.3	9.6
Mountain:			
Albuquerque	—	—	—
Butte	9.8	9.7	9.8
Denver	7.9	9.6	8.2
Salt Lake City	7.0	9.4	6.8
Pacific:			
Los Angeles	7.6	9.3	8.1
Portland, Oreg	9.1	9.9	9.2
San Francisco	9.3	9.0	8.8
Seattle	9.1	9.9	9.0

Bread

WHITE BREAD continued to step up slightly in price during the 2 weeks from October 22 to November 5, but the increase of 0.1 cent a pound loaf in those 2 weeks, even added to the advance of 0.1 cent in the previous 2 weeks, was an indication that the threatened Nation-wide increase of a cent a pound had not been put into effect.

TEN CITIES only showed an advance in bread prices between these two dates. In five, the increase was no more than the usual change from period to period. Increases greater than 0.2 cent a pound loaf which occurred between October 22 and November 5, when added to increases which occurred in the previous 2 weeks, made the record look as follows:

Milwaukee	up 1.0 cent
Philadelphia and Washington	up 0.9 cent
New Haven	up 0.6 cent
Bridgeport	up 0.5 cent
Norfolk, Louisville, Los Angeles	up 0.4 cent
Richmond, Butte	up 0.3 cent

In 26 of the 57 cities for which prices are reported there was no change between October 8 and November 5; in 20 there were advances or decreases of 0.2 cent or less. In Oklahoma City, a decrease of 0.5 cent was reported.

FLOUR PRICES dropped somewhat during October and the first part of November. The average cost of high-grade flours going into a pound loaf fell from 2.67 cents on October 8 to 2.47 cents on November 5. Total ingredient costs dropped correspondingly from 3.64 to 3.42 cents.

CONSUMERS' COUNSEL is continuing efforts, described in our last issue, to obtain actual cost figures for consumers in cities where advances in bread prices have taken place. A progress report will appear as soon as possible.

RYE BREAD prices were reported unchanged between October 22 and November 8. Prices of whole wheat bread advanced from 9.4 to 9.5 cents a pound.

Cereal Products

FLOUR PRICES went up 0.1 cent a pound from October 22 to November 5, while prices of wheat cereal went down 0.1 cent a package of 28 ounces.

WHOLESALE FLOUR prices declined rather sharply in October and early November, so no continued increase in the price of flour is likely. There is commonly a considerable lag, between changes in wholesale prices and retail prices of flour, however. The increase from October 22 to November 5 may be a reflection of the increase which occurred in the wholesale flour market immediately preceding the month of October.

DEVELOPMENTS in the world wheat market usually exert a strong influence on the wheat prices in the United States. Ordinarily this is because we have wheat to export and the prices we can get in the world markets determine to a great extent the prices here. This year the United States will need to import some good quality spring wheat because of the black rust which attacked domestic hard red spring wheat. Developments in foreign markets, therefore, determine largely what we have to pay for wheat of this kind. Thus prices of wheat in this country have recently been affected considerably by such developments as the outbreak of hostilities in Ethiopia and the uncertain political situation in Europe, as well as by improved crop prospects in Argentina, and Canadian policies concerning the disposal of surplus wheat in Canada.

SOME of these factors have been largely responsible for changes in wheat prices in this country during the past few months. Similar factors will doubtless play a part in determining prices during the coming winter and spring. It is difficult to forecast developments of this kind. The probable price trend in this country is therefore somewhat uncertain. There does not appear to be anything in the present picture, however, which would indicate any sharp change in wheat prices either upward or downward.

Average Retail Prices, November 5, 1935 (cents)

Markets	Flour (lb.)	Macaroni (lb.)	Wheat cereal (28-oz. pkg.)
United States	5.4	15.5	24.2
New England:			
Boston	5.1	15.1	24.1
Bridgeport	6.2	17.3	25.3
Fall River	5.4	16.6	23.2
Manchester	5.6	17.5	26.4
New Haven	5.9	16.0	23.8
Portland, Maine	5.3	17.7	23.9
Providence	5.5	14.9	23.1
Middle Atlantic:			
Buffalo	5.6	17.0	24.4
Newark	5.6	16.2	23.4
New York	5.8	16.7	24.1
Philadelphia	5.2	16.3	24.7
Pittsburgh	5.1	15.8	23.5
Rochester	5.6	15.5	23.1
Scranton	5.5	16.9	24.2
East North-Central:			
Chicago	5.7	13.4	25.7
Cincinnati	5.1	15.4	22.5
Cleveland	5.4	16.4	22.7
Columbus	4.6	17.3	22.7
Detroit	5.3	14.6	23.9
Indianapolis	4.9	15.2	25.8
Milwaukee	5.3	14.0	24.5
Peoria	5.6	13.8	26.8
Springfield, Ill	6.0	12.3	27.3
West North-Central:			
Cedar Rapids	5.2	14.8	22.9
Kansas City	5.1	16.5	23.5
Minneapolis	5.5	13.8	21.9
Omaha	5.0	19.4	24.6
St. Louis	5.7	15.5	26.0
St. Paul	5.4	14.0	23.6
Wichita	4.8	13.0	24.2
South Atlantic:			
Atlanta	5.8	17.0	25.9
Baltimore	5.5	15.2	23.5
Charleston, S. C	5.8	15.4	24.9
Jacksonville	5.9	15.0	26.2
Norfolk	5.3	15.5	25.2
Richmond	5.4	15.5	23.8
Savannah	5.7	16.4	25.1
Washington, D. C	5.9	15.6	23.9
Winston-Salem	5.4	19.1	29.1
East South-Central:			
Birmingham	5.2	13.3	25.4
Jackson, Miss	5.3	16.8	30.0
Knoxville	5.0	12.7	29.6
Louisville	5.4	13.5	25.9
Memphis	5.9	14.3	27.9
Mobile	5.1	16.9	25.5
West South-Central:			
Dallas	5.5	17.0	26.0
Houston	4.9	13.0	22.9
Little Rock	4.8	15.8	30.3
New Orleans	6.2	9.6	24.1
Oklahoma City	5.8	12.4	29.3
Mountain:			
Albuquerque	5.7	19.0	22.8
Butte	5.3	15.6	25.3
Denver	4.5	16.5	23.5
Salt Lake City	4.0	17.6	25.8
Pacific:			
Los Angeles	4.6	15.0	23.8
Portland, Oreg	4.7	17.0	24.9
San Francisco	4.9	15.5	23.7
Seattle	5.0	17.3	26.0

Average Retail Prices, November 5, 1935 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	35.0	30.6	24.0
New England:			
Boston	37.7	32.8	28.0
Bridgeport	41.3	33.5	26.6
Fall River	43.3	32.0	26.2
Manchester	40.6	28.9	25.7
New Haven	41.6	34.2	27.6
Portland, Maine	38.7	30.9	22.5
Providence	40.9	34.4	28.5
Middle Atlantic:			
Buffalo	31.4	27.9	22.4
Newark	37.8	31.8	24.9
New York	38.0	34.1	24.7
Philadelphia	40.3	35.2	26.1
Pittsburgh	32.4	29.0	22.1
Rochester	31.7	27.2	22.8
Scranton	34.3	32.7	25.9
East North-Central:			
Chicago	34.8	32.1	26.4
Cincinnati	38.4	31.3	24.4
Cleveland	32.7	29.6	23.9
Columbus	35.4	29.8	24.4
Detroit	33.9	29.3	24.9
Indianapolis	34.5	27.6	23.2
Milwaukee	33.9	28.8	24.3
Peoria	32.5	26.2	21.3
Springfield, Ill	34.0	25.3	21.7
West North-Central:			
Cedar Rapids	27.4	20.1	18.4
Kansas City	31.1	27.8	20.8
Minneapolis	31.8	28.4	22.2
Omaha	31.9	24.7	20.7
St. Louis	35.8	26.9	23.0
St. Paul	31.4	26.9	22.4
Wichita	31.2	22.6	17.4
South Atlantic:			
Atlanta	37.7	31.6	24.6
Baltimore	31.1	28.4	21.6
Charleston, S. C	31.4	27.3	19.0
Jacksonville	31.1	27.3	21.5
Norfolk	34.0	30.0	22.1
Richmond	35.1	28.4	21.7
Savannah	28.7	26.4	18.7
Washington, D. C	39.6	32.0	23.9
Winston-Salem	32.3	26.9	23.1
East South-Central:			
Birmingham	33.0	26.3	21.2
Jackson, Miss	34.0	20.9	17.1
Knoxville	32.1	27.8	23.3
Louisville	33.9	27.9	21.6
Memphis	34.6	21.0	16.9
Mobile	28.5	22.1	16.8
West South-Central:			
Dallas	36.3	29.7	21.9
Houston	33.5	28.2	20.1
Little Rock	31.9	26.0	18.7
New Orleans	32.4	28.7	18.2
Oklahoma City	30.3	20.0	16.8
Mountain:			
Albuquerque	32.5	24.0	21.0
Butte	25.3	21.3	15.7
Denver	32.5	25.6	21.2
Salt Lake City	29.6	25.6	20.4
Pacific:			
Los Angeles	31.3	26.1	19.2
Portland, Oreg	25.0	20.8	16.9
San Francisco	31.4	27.7	18.6
Seattle	29.2	25.3	19.0

Beef

DURING the 2 weeks ending November 5 there was a substantial drop in retail prices of beef. Round steak prices fell off 1.2 cents a pound, rib roast 0.9 cent, and chuck roast 0.4 cent. This represents an important reduction in prices because meat prices do not usually change so much in a period of 2 weeks. It is important also because meat prices in general have been high.

DURING this period of 2 weeks prices of practically all kinds of meats and meat products dropped. This does not mean that the high point in meat prices is passed. According to the livestock economists we must expect prices to remain at fairly high levels at least through the remainder of this year and the first half of next year.

DECREASE in beef prices during the latter part of October and early November represents in part at least the ordinary seasonal movement. Beef prices commonly are lower in the winter than in the summer. Conditions in the wholesale livestock markets, however, indicate that some further reductions in beef prices are probable during the next few weeks. There was a fairly substantial decline in the wholesale prices of beef steers from the last week in October to the middle of November. This amounted to about 75 cents a 100 pounds which is the equivalent of about 1½ cents a pound of retail beef cuts.

NO MARKED falling off in beef prices can be anticipated during the coming winter. There may be some seasonal decline in the prices of better grades of steers and the better grades of beef as the result of increased supplies of fed cattle but no marked drop in prices is likely because of the continued short supply of hogs and the reduced supplies of poorer grades of cattle.

SUPPLIES of cattle in October continued large. Receipts at several markets were 2 percent larger than commercial receipts in October 1934 and 5 percent above the October 5-year average. Inspected slaughter amounted to slightly over a million head and was 10 percent larger than the commercial inspected slaughter in October 1934 and 30 percent greater than the 5-year average.

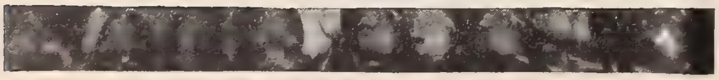
Pork Products

ALL PORK products dropped in price during the 2 weeks from October 22 to November 5. The decrease in the price of pork chops was remarkable, going from an average of 38.8 cents to 33.4 cents a pound in 2 weeks. This is a drop of almost 14 percent and is one of the sharpest declines in retail meat prices on record. Lard fell 0.7 cent a pound in the same period and prices of whole smoked hams also declined 0.7 cent a pound.

THE ABRUPT drop in the prices of pork chops evidently was a reflection of a similar sharp drop in wholesale prices of loins which fell almost 8 cents a pound from the week ending October 5 to the week ending November 2. During the 2 weeks following November 2, however, prices of loins recovered more than 2 cents a pound. It is likely that prices of pork chops may go up somewhat during the next few weeks while prices of other pork products such as ham, bacon, and lard may very likely continue to go down slightly. Wholesale prices of ham and bacon were about steady during the first half of November at a level slightly below that which prevailed in October. Lard prices continued to drop throughout October and the first half of November.

RECENT DECLINE in prices of hog products has been largely seasonal. These products usually drop during the fall and early winter when the spring pig crop comes on the market. During the past few weeks, however, the falling off of hog product prices has been somewhat more than the average seasonal decrease.

WHOLESALE PRICES of hogs dropped more than $1 a 100 pounds from the week ending October 5 to the week ending November 9. The following week, however, there was a slight recovery in prices. It is likely that the hog prices of early November represent about the seasonal low point and that any further declines will be small.



Average Retail Prices, November 5, 1935 (cents)

Markets	Chops (lb.)	Lard (lb.)	Whole smoked ham (lb.)
United States	33.4	21.0	33.2
New England:			
Boston	31.8	19.4	33.3
Bridgeport	35.0	20.3	34.1
Fall River	35.3	19.1	34.9
Manchester	32.3	19.8	34.5
New Haven	34.6	21.1	34.2
Portland, Maine	32.0	20.2	32.5
Providence	34.5	19.1	32.5
Middle Atlantic:			
Buffalo	32.5	19.7	32.2
Newark	32.2	21.2	33.2
New York	34.2	21.7	33.7
Philadelphia	35.1	20.4	33.1
Pittsburgh	31.3	21.3	32.4
Rochester	32.3	20.4	33.0
Scranton	33.0	22.1	30.6
East North-Central:			
Chicago	34.0	21.5	33.5
Cincinnati	35.0	20.8	31.4
Cleveland	33.1	23.3	33.8
Columbus	38.6	21.2	33.9
Detroit	34.8	20.3	34.9
Indianapolis	32.4	20.8	30.8
Milwaukee	31.6	20.0	31.7
Peoria	34.3	23.1	32.1
Springfield, Ill	31.6	22.2	33.3
West North-Central:			
Cedar Rapids	28.9	20.7	31.4
Kansas City	32.7	21.5	34.3
Minneapolis	32.1	20.4	31.2
Omaha	29.7	21.0	31.6
St. Louis	29.7	20.1	33.4
St. Paul	30.7	20.0	30.8
Wichita	31.5	20.2	31.9
South Atlantic:			
Atlanta	33.6	21.7	31.4
Baltimore	32.6	19.5	33.1
Charleston, S. C	32.5	22.3	32.7
Jacksonville	33.4	22.2	32.5
Norfolk	33.5	19.8	33.5
Richmond	35.1	20.3	34.4
Savannah	32.4	22.2	31.0
Washington, D. C	32.9	19.9	33.0
Winston-Salem	31.0	21.5	32.8
East South-Central:			
Birmingham	32.2	20.0	33.3
Jackson, Miss	31.4	23.4	33.3
Knoxville	30.3	21.3	28.5
Louisville	30.8	22.2	30.5
Memphis	30.0	20.1	32.0
Mobile	29.8	21.5	30.1
West South-Central:			
Dallas	35.4	23.9	33.6
Houston	33.4	21.1	31.4
Little Rock	31.5	22.9	32.1
New Orleans	32.6	20.5	31.5
Oklahoma City	31.0	21.5	31.1
Mountain:			
Albuquerque	36.0	22.3	36.0
Butte	32.4	23.7	34.1
Denver	35.7	22.2	34.0
Salt Lake City	37.9	24.9	34.9
Pacific:			
Los Angeles	41.7	22.2	34.2
Portland, Oreg	33.8	21.4	33.9
San Francisco	39.4	22.0	36.5
Seattle	35.4	22.6	36.0

Average Retail Prices, November 5, 1935 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States	26.8	12.5	21.4
New England:			
Boston	22.9	13.3	17.2
Bridgeport	27.9	10.8	21.1
Fall River	27.9	10.2	20.5
Manchester	26.7	14.0	20.7
New Haven	27.5	12.2	22.7
Portland, Maine	25.1	13.9	18.9
Providence	27.2	11.9	21.1
Middle Atlantic:			
Buffalo	25.5	13.4	22.8
Newark	27.4	14.9	24.4
New York	27.6	12.3	20.5
Philadelphia	28.1	9.7	19.1
Pittsburgh	28.7	14.9	22.3
Rochester	25.7	13.7	21.6
Scranton	30.2	12.3	24.2
East North-Central:			
Chicago	28.6	12.6	24.7
Cincinnati	32.0	17.6	26.8
Cleveland	28.3	13.1	25.3
Columbus	31.5	17.1	27.0
Detroit	29.4	16.1	26.8
Indianapolis	30.5	14.5	23.0
Milwaukee	28.4	12.8	23.8
Peoria	28.9	14.2	23.6
Springfield, Ill	28.4	13.4	21.4
West North-Central:			
Cedar Rapids	25.1	12.6	20.9
Kansas City	26.6	16.7	22.0
Minneapolis	26.4	11.2	21.4
Omaha	25.2	9.8	19.3
St. Louis	27.3	16.0	21.5
St. Paul	25.3	11.9	21.4
Wichita	27.2	11.7	19.5
South Atlantic:			
Atlanta	26.4	15.0	20.7
Baltimore	26.9	15.2	22.4
Charleston, S. C	29.0	15.0	20.7
Jacksonville	27.3	12.0	20.7
Norfolk	26.6	11.4	19.6
Richmond	28.9	15.6	23.6
Savannah	28.7	14.4	21.4
Washington, D. C	28.1	12.5	22.0
Winston-Salem	29.8	11.2	21.5
East South-Central:			
Birmingham	30.5	15.6	18.1
Jackson, Miss	25.0	14.7	18.9
Knoxville	29.8	15.0	25.6
Louisville	31.4	19.2	24.7
Memphis	26.0	14.7	17.7
Mobile	28.7	13.7	18.4
West South-Central:			
Dallas	28.5	12.8	17.9
Houston	29.7	13.6	18.0
Little Rock	27.4	13.9	19.3
New Orleans	27.4	13.5	16.5
Oklahoma City	28.0	14.5	21.3
Mountain:			
Albuquerque	28.5	15.5	20.0
Butte	25.1	11.0	19.4
Denver	25.4	13.0	21.4
Salt Lake City	26.2	11.7	19.8
Pacific:			
Los Angeles	26.6	11.4	20.0
Portland, Oreg	23.6	11.9	19.1
San Francisco	28.3	11.0	18.9
Seattle	26.2	12.6	21.3

Lamb

PRICES of lamb, along with those of other meats fell during the 2 weeks from October 22 to November 5. The average price of leg of lamb went down 1.3 cents a pound while breast lamb dropped 0.5 cent and square chuck was reduced 0.5 cent.

PROBABLY the recent drop in lamb prices is due in part to reduced prices of competing meats. It is expected that lamb prices during the remainder of the year will be fairly well maintained and prospects are for some advance in lamb prices during the early part of 1936.

SUPPLIES of sheep and lambs continued to be fairly large during October. Receipts at seven leading markets were 2 percent larger than commercial supplies at these markets in October 1934 but 13 percent below the 5-year average. Inspected slaughter in that month was the second largest October slaughter on record. For the first 6 months of the current lamb-marketing year, from May to October, the total inspected slaughter was the largest on record if we exclude from last year's figures the sheep slaughtered for relief purposes.

A RELATIVELY heavy movement of lambs into feed lots in Colorado and other western States occurred in October. Indications now are that lamb feeding in the western States will be on about the same scale as it was last year. The principal decrease in lamb feeding in the western lands this year is expected to be in farm feeding in Iowa, wheat-field feeding in Kansas and Oklahoma, and feeding generally in the Corn Belt. In general, feeder lambs this year have been heavier and in better condition than for several years and will require a shorter feeding period than they did last year.

Poultry and Eggs

PRICES of hens were reduced slightly during the 2 weeks ending November 5 while egg prices increased 0.5 cent a dozen. Both changes are in line with the usual movement of prices during the fall months. Egg prices usually reach their peak about the end of November or at the beginning of December and usually fall rather sharply during January, February, and March.

REPORTS from farmers on November 1 indicate an average of 70.8 layers in farm flocks as compared with 69.4 on November 1, 1934, and with an average of 76.5 during the 5 years from 1928 to 1932. The number of eggs per 100 layers on November 1 of this year was substantially above the average. Total production of eggs per farm flock amounted to 13.9 eggs as compared with 12.6 eggs a year earlier and with a 5-year average of 13.6.

PRESENT PROSPECTS indicate egg production during the remainder of 1935 and during most of 1936 will be considerably higher than during the past year.

SUPPLIES of poultry meats, on the other hand, continue to be comparatively short and prices are likely to be fairly high during the rest of 1935 and in the first half of 1936. Poultry supplies are still affected by the desire of farmers to save as many layers as possible for egg production this winter. Reduced numbers of poultry on farms in the middle west during the latter part of 1934 resulted in a marked drop in receipts of dressed poultry at terminal markets during most of 1935. Receipts at the four markets, New York, Chicago, Philadelphia, and Boston, for the first 9 months of 1935 amounted to about 151 million pounds compared with 185 million pounds during the same period of 1934 and 197 million pounds for the 5-year period, 1930-1934.

Average Retail Prices, November 5, 1935 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States	30.8	45.2
New England:		
Boston	29.6	54.0
Bridgeport	33.1	58.1
Fall River	30.3	50.6
Manchester	32.1	47.2
New Haven	32.4	50.8
Portland, Maine	29.6	46.7
Providence	31.1	52.9
Middle Atlantic:		
Buffalo	30.5	45.1
Newark	31.2	51.9
New York	32.7	52.3
Philadelphia	31.6	47.1
Pittsburgh	30.3	44.8
Rochester	29.9	46.0
Scranton	34.0	45.4
East North-Central:		
Chicago	31.1	39.5
Cincinnati	29.2	41.2
Cleveland	30.9	46.8
Columbus	28.2	40.7
Detroit	31.8	37.8
Indianapolis	28.3	37.0
Milwaukee	25.5	36.0
Peoria	28.3	35.8
Springfield, Ill	26.1	36.6
West North-Central:		
Cedar Rapids	22.7	33.0
Kansas City	28.3	35.7
Minneapolis	27.9	36.7
Omaha	25.9	33.8
St. Louis	27.1	37.6
St. Paul	27.3	37.3
Wichita	27.0	30.3
South Atlantic:		
Atlanta	27.1	39.3
Baltimore	32.4	43.9
Charleston, S. C	27.2	41.5
Jacksonville	29.4	42.7
Norfolk	29.3	40.3
Richmond	29.4	38.9
Savannah	25.6	39.7
Washington, D. C	34.3	50.5
Winston-Salem	27.5	42.2
East South-Central:		
Birmingham	24.4	35.7
Jackson, Miss	23.9	36.3
Knoxville	27.5	35.2
Louisville	29.4	38.7
Memphis	24.8	32.8
Mobile	24.3	34.0
West South-Central:		
Dallas	28.0	33.7
Houston	31.4	34.8
Little Rock	23.4	33.5
New Orleans	27.4	35.9
Oklahoma City	23.3	31.9
Mountain:		
Albuquerque	24.5	44.0
Butte	26.0	43.4
Denver	28.6	41.7
Salt Lake City	31.2	42.7
Pacific:		
Los Angeles	35.9	42.2
Portland, Oreg	27.1	38.3
San Francisco	34.9	44.5
Seattle	29.5	42.4

Average Retail Prices, November 5, 1935 (cents)

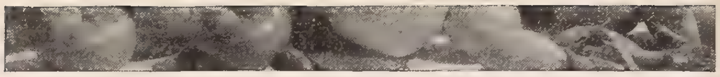
Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States	1.9	3.8	2.6
New England:			
Boston	1.9	3.9	2.9
Bridgeport	2.0	4.0	3.0
Fall River	1.7	4.2	3.1
Manchester	2.0	4.0	2.4
New Haven	2.0	4.3	2.6
Portland, Maine	1.7	4.1	2.6
Providence	1.9	3.7	2.6
Middle Atlantic:			
Buffalo	1.4	3.7	1.7
Newark	2.2	4.3	2.7
New York	2.4	4.2	2.9
Philadelphia	2.0	3.9	2.3
Pittsburgh	1.7	3.7	1.7
Rochester	1.3	3.4	1.7
Scranton	1.9	3.6	1.9
East North-Central:			
Chicago	1.9	3.5	2.5
Cincinnati	1.9	4.2	2.6
Cleveland	1.6	3.3	2.1
Columbus	1.4	3.6	2.2
Detroit	1.4	3.3	2.0
Indianapolis	1.5	4.1	2.3
Milwaukee	1.3	3.0	2.0
Peoria	1.6	4.2	2.5
Springfield, Ill	1.5	4.2	2.3
West North-Central:			
Cedar Rapids	1.3	3.4	2.3
Kansas City	2.0	4.5	2.5
Minneapolis	2.0	2.8	2.1
Omaha	1.7	4.0	2.8
St. Louis	1.9	3.8	2.5
St. Paul	1.5	3.0	2.4
Wichita	1.6	3.7	2.3
South Atlantic:			
Atlanta	2.3	4.4	2.8
Baltimore	2.0	4.0	2.4
Charleston, S. C	2.4	4.9	3.2
Jacksonville	2.0	4.4	2.8
Norfolk	2.2	4.6	3.8
Richmond	2.1	4.5	3.3
Savannah	2.1	4.4	2.9
Washington, D. C	2.0	4.2	3.0
Winston-Salem	2.4	5.6	2.6
East South-Central:			
Birmingham	2.1	4.0	2.2
Jackson, Miss	2.5	4.8	3.5
Knoxville	1.7	5.3	2.4
Louisville	2.0	4.1	2.6
Memphis	2.2	4.0	2.3
Mobile	2.2	3.5	3.2
West South-Central:			
Dallas	3.1	4.6	3.6
Houston	2.7	4.1	2.7
Little Rock	2.0	3.9	2.5
New Orleans	2.4	3.9	3.8
Oklahoma City	1.9	5.3	2.4
Mountain:			
Albuquerque	1.6	3.8	2.5
Butte	1.6	3.3	2.9
Denver	1.8	2.9	1.7
Salt Lake City	1.6	2.7	2.2
Pacific:			
Los Angeles	2.6	2.8	2.6
Portland, Oreg	2.3	2.8	2.9
San Francisco	2.4	3.4	6.5
Seattle	2.8	3.0	3.6

Vegetables (fresh)

POTATOES, ONIONS, and cabbage each went up 0.1 cent a pound from October 22 to November 5. The rise in potato prices was largely a reflection of a cut in the estimated supply for the coming winter due to frosts and freezes in the north-central and western States. Usually potato prices reach their low point in November but this year there was some increase in prices during October and early November due to the changed crop prospects.

THE POTATO crop in the 30 late States is estimated at 282 million bushels compared with 312 million bushels in 1934 and an average of 290 million bushels for the 5 years from 1928 to 1932. Frosts and freezes caused a reduction in crop prospects in most of the late group States. The drop in the expected supply caused f. o. b. prices at Presque Isle to rise from a level of 50 cents per 100 pounds in late September to $1.42 for the first week in November. In Idaho f. o. b. prices went up from 62 cents a 100 pounds the first week in October to $1.25 for the first week in November. Freight and dealer's charges which remain rather inflexible are an important part of city retail prices. Even a very moderate change in retail prices ordinarily reflects a decided swing upward or downward in prices received by farmers.

THE TOTAL onion crop this year is estimated at 14,371,000 sacks of 100 pounds each compared with 13,007,000 sacks last year and a 5-year average of 13,402,000 sacks. Production of domestic-type cabbage in the late group States has been recently estimated at 322,000 tons. This is 5 percent smaller than last year's crop but 18 percent larger than the average production for the period 1929-33. The production of Danish or late storage types of cabbage is considerably smaller than last year and slightly smaller than the 5-year average.



Vegetables (fresh)

DURING the 2 weeks from October 22 to November 5 lettuce prices went up 0.8 cent a head, carrots rose 0.3 cent a bunch, and spinach prices dropped 0.2 cent a pound.

PRELIMINARY ESTIMATE of the acreage of early lettuce in Arizona, California, and Florida indicates an increase of 10 percent above the 1935 acreage but a decrease of 27 percent below the 5-year average of 1930-34. In the Imperial Valley section of California it is reported that growers have experienced some difficulty with early plantings and several hundred acres are being replanted. Fields planted later than September 25, however, appear to be in excellent condition. The condition of the crop in Florida appears to be about average.

THREE STATES, Arkansas, Oklahoma, and Virginia (Norfolk district), produce most of the commercial fall crop of spinach. These States report an acreage 47 percent larger than last fall's acreage. It is expected that yields per acre in Arkansas and Oklahoma will be smaller than last fall due to insect damage and wet weather but that the yield in Virginia will be high. Probably the average yield per acre for the entire fall crop will be only slightly below that of last year and because of higher acreage the production of fall crop spinach is forecast at 958,000 bushels which is an increase of 43 percent over last year. This would indicate that supplies of spinach should be plentiful throughout the winter and prices are likely to continue at very reasonable levels.

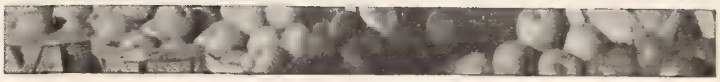
CALIFORNIA'S fall crop of carrots is expected to be more than 20 percent larger than last fall's crop and two-thirds larger than the average production during the preceding 5 years.

Average Retail Prices, November 5, 1935 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States	9.2	6.1	4.8
New England:			
Boston	10.7	4.6	5.1
Bridgeport	10.7	6.8	5.6
Fall River	10.5	7.0	5.5
Manchester	11.9	5.9	4.6
New Haven	10.4	6.8	4.5
Portland, Maine	10.7	6.0	4.4
Providence	11.7	5.3	5.5
Middle Atlantic:			
Buffalo	9.2	4.3	4.3
Newark	11.5	5.7	5.0
New York	11.4	6.6	6.0
Philadelphia	10.3	6.1	4.6
Pittsburgh	10.9	6.6	4.7
Rochester	9.8	5.1	3.0
Scranton	9.8	7.6	4.6
East North-Central:			
Chicago	9.4	7.6	4.7
Cincinnati	9.9	6.6	4.5
Cleveland	10.5	5.5	4.4
Columbus	11.3	8.8	4.3
Detroit	9.9	5.3	5.0
Indianapolis	10.5	5.2	3.8
Milwaukee	8.9	8.0	3.6
Peoria	8.7	7.0	5.6
Springfield, Ill	10.0	7.4	5.6
West North-Central:			
Cedar Rapids	8.7	11.0	5.2
Kansas City	9.6	5.0	5.3
Minneapolis	9.8	8.5	5.6
Omaha	9.4	8.1	4.5
St. Louis	9.8	4.5	4.6
St. Paul	10.3	6.5	5.1
Wichita	7.8	8.6	5.0
South Atlantic:			
Atlanta	9.0	8.8	7.5
Baltimore	10.8	7.1	7.2
Charleston, S. C	9.6	11.8	8.2
Jacksonville	9.7	11.3	6.6
Norfolk	10.3	5.1	5.9
Richmond	9.7	8.7	6.9
Savannah	9.1	10.1	8.4
Washington, D. C	9.7	5.8	7.7
Winston-Salem	10.6	10.7	10.2
East South-Central:			
Birmingham	8.6	9.0	6.0
Jackson, Miss	7.0	8.3	6.6
Knoxville	6.4	11.5	7.5
Louisville	10.0	6.5	5.4
Memphis	8.1	5.6	6.6
Mobile	8.9	10.0	5.6
West South-Central:			
Dallas	7.1	11.4	6.5
Houston	6.5	10.3	5.2
Little Rock	7.0	7.9	5.3
New Orleans	7.9	7.3	4.2
Oklahoma City	7.5	5.4	4.7
Mountain:			
Albuquerque	6.0	7.2	3.0
Butte	10.0	9.3	4.2
Denver	7.9	6.0	3.1
Salt Lake City	7.8	8.5	3.1
Pacific:			
Los Angeles	6.6	3.1	2.7
Portland, Oreg	7.7	6.3	4.4
San Francisco	4.5	5.4	2.3
Seattle	8.4	6.6	2.8

Average Retail Prices, November 5, 1935 (cents)

Markets	Apples (lb.)	Bananas (doz., lb.*)	Oranges (doz.)
United States	4.6	6.5	33.0
New England:			
Boston	4.9	*6.1	35.7
Bridgeport	3.6	*6.5	37.5
Fall River	5.3	*6.8	36.0
Manchester	3.6	*6.3	37.3
New Haven	4.4	21.4	35.4
Portland, Maine	4.1	*6.7	36.3
Providence	4.4	*6.3	40.5
Middle Atlantic:			
Buffalo	3.6	23.5	34.4
Newark	4.4	25.6	34.2
New York	5.5	23.1	40.8
Philadelphia	3.5	21.7	33.5
Pittsburgh	4.3	23.5	37.1
Rochester	3.3	22.0	34.4
Scranton	3.6	19.3	37.3
East North-Central:			
Chicago	5.3	*7.0	35.3
Cincinnati	4.6	*6.5	34.7
Cleveland	4.8	*6.6	37.5
Columbus	3.8	*6.7	36.7
Detroit	4.7	*6.9	37.6
Indianapolis	4.3	*6.8	32.4
Milwaukee	4.7	*6.6	33.5
Peoria	4.7	*7.2	36.7
Springfield, Ill	4.5	*6.7	40.3
West North-Central:			
Cedar Rapids	4.0	*7.0	32.0
Kansas City	4.0	*7.1	37.8
Minneapolis	4.7	*7.8	37.4
Omaha	4.8	*8.0	34.7
St. Louis	5.2	*6.7	32.8
St. Paul	4.9	*8.1	35.6
Wichita	5.6	*7.7	32.9
South Atlantic:			
Atlanta	5.0	20.0	24.4
Baltimore	4.4	19.6	33.3
Charleston, S. C	5.5	20.0	25.6
Jacksonville	4.9	17.5	22.5
Norfolk	4.4	20.3	35.1
Richmond	4.2	23.5	33.8
Savannah	4.9	21.7	25.6
Washington, D. C	5.3	20.0	35.9
Winston-Salem	3.2	*6.8	31.6
East South-Central:			
Birmingham	4.3	*5.4	30.0
Jackson, Miss	6.2	*5.9	30.0
Knoxville	5.4	*5.1	29.4
Louisville	4.4	*6.7	35.7
Memphis	5.2	*5.9	30.9
Mobile	5.7	15.1	26.9
West South-Central:			
Dallas	—	*6.2	35.5
Houston	—	17.2	34.2
Little Rock	5.5	*5.9	32.0
New Orleans	6.5	15.1	28.9
Oklahoma City	3.8	*7.5	35.9
Mountain:			
Albuquerque	5.8	*6.4	33.5
Butte	4.5	*9.3	32.2
Denver	4.7	*7.8	32.0
Salt Lake City	4.6	*6.3	26.8
Pacific:			
Los Angeles	5.5	*6.6	13.5
Portland, Oreg	3.6	*7.8	29.3
San Francisco	3.8	23.1	24.1
Seattle	3.9	*7.5	28.3



Fruit

APPLE PRICES went up 0.2 cent a pound from October 22 to November 5, while banana prices rose 1.1 cents a dozen and orange prices dropped 0.5 cent a dozen.

APPLE SUPPLIES are much larger than a year ago and prices now are generally lower than last year. Probably the lowest point in apple prices for the current season has been passed and some seasonal increase can be expected during the winter and spring. It is generally true, however, that following years of medium to large crops the seasonal swing of prices is not very marked and present indications are that apple prices will advance rather slowly and moderately during the winter months.

RECENT REPORTS indicate that the apple crop is rather small in European countries. This may help to bring back part at least of the export outlet which has been greatly reduced in recent years. This would, of course, tend to strengthen the demand for apples.

THE 1935 apple crop is estimated at 168 million bushels compared with 121 million bushels last year and a 5-year average from 1928 to 1932 of 161 million bushels. Production this year is larger than last year in all areas except the south-central States. Carlot shipments of apples this season have been heavier than in the corresponding period last year although the western States have shipped less.

SUPPLIES of citrus fruit are lower than average in all States except Arizona which produces only a small part of the total. Present indications are for a total crop of both oranges and grapefruit considerably below that of 1934. The California valencia crop from the bloom of 1935 will not be estimated until December.

Average Retail Prices, November 5, 1935 (cents)

Markets	Corn #2 can	Peas #2 can	Tomatoes #2 can (#2½*)	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can
United States	13.0	16.3	9.4	19.3	22.5	22.6
New England:						
Boston	13.4	16.7	11.9	19.2	22.9	22.2
Bridgeport	13.7	20.0	12.0	20.4	24.8	23.3
Fall River	11.5	17.6	8.8	19.3	22.1	22.6
Manchester	13.2	16.6	10.5	21.4	24.3	23.9
New Haven	13.6	17.1	11.2	20.2	24.6	23.4
Portland, Maine	12.6	16.0	10.8	20.2	24.3	23.3
Providence	12.1	17.5	8.9	19.2	20.0	22.2
Middle Atlantic:						
Buffalo	12.7	16.5	10.0	20.6	23.5	23.1
Newark	11.4	15.8	9.1	17.5	20.3	20.7
New York	11.7	16.1	9.1	17.6	21.2	20.8
Philadelphia	11.9	16.1	10.2	19.0	22.0	22.0
Pittsburgh	11.9	16.2	9.6	19.5	20.1	23.1
Rochester	12.6	16.5	10.3	20.8	23.8	22.9
Scranton	12.9	16.1	9.7	19.7	22.8	22.5
East North-Central:						
Chicago	11.5	14.9	10.1	22.4	24.9	24.8
Cincinnati	12.4	16.0	11.4	19.7	24.0	23.3
Cleveland	12.2	17.5	10.0	21.4	22.9	24.0
Columbus	11.5	17.1	9.9	21.0	25.8	24.8
Detroit	11.1	17.5	9.1	20.0	23.0	23.2
Indianapolis	10.4	16.2	8.8	19.3	26.1	23.5
Milwaukee	11.3	14.6	10.2	21.3	20.3	23.8
Peoria	13.7	16.7	10.6	23.3	26.0	24.7
Springfield, Ill	12.7	18.8	11.9	22.9	27.6	24.9
West North-Central:						
Cedar Rapids	10.2	16.8	10.0	22.3	24.1	23.3
Kansas City	10.2	15.4	8.9	19.5	23.8	23.2
Minneapolis	10.7	14.8	10.5	21.6	23.8	24.6
Omaha	10.8	16.3	10.1	21.2	24.2	23.9
St. Louis	10.8	17.4	9.1	19.5	23.7	23.1
St. Paul	11.7	15.7	10.3	21.1	22.3	23.6
Wichita	10.8	17.3	8.9	19.2	22.4	22.9
South Atlantic:						
Atlanta	12.1	17.9	8.8	20.3	22.8	23.8
Baltimore	12.3	16.1	8.3	17.8	21.2	19.8
Charleston, S. C	10.5	17.1	8.4	19.5	22.1	22.8
Jacksonville	12.5	16.4	8.2	18.6	23.3	22.7
Norfolk	11.4	15.0	7.7	20.2	24.0	23.8
Richmond	12.1	18.2	7.3	19.2	24.0	23.7
Savannah	11.6	17.7	8.3	21.1	23.5	23.5
Washington, D. C	10.8	15.7	7.7	17.6	22.7	21.5
Winston-Salem	13.9	21.5	9.6	24.6	29.3	26.4
East South-Central:						
Birmingham	11.3	15.0	8.1	19.4	21.0	24.9
Jackson, Miss	12.8	19.4	9.8	23.3	25.5	24.9
Knoxville	10.5	14.8	8.4	19.8	21.3	22.0
Louisville	12.1	16.2	10.1	20.9	24.6	23.8
Memphis	11.0	16.5	8.5	18.7	22.7	21.8
Mobile	11.5	17.2	8.1	17.4	19.9	19.3
West South-Central:						
Dallas	12.2	20.1	9.0	20.8	25.4	24.7
Houston	10.6	16.2	7.4	17.0	21.1	20.7
Little Rock	11.4	16.9	8.6	20.4	24.2	25.0
New Orleans	11.6	19.3	8.9	18.5	24.2	21.8
Oklahoma City	12.5	20.3	9.2	21.1	24.6	23.7
Mountain:						
Albuquerque	12.0	17.0	11.9	23.0	25.3	25.5
Butte	12.9	15.9	10.6	19.4	22.0	24.5
Denver	10.7	16.4	10.0	20.1	22.7	23.3
Salt Lake City	11.6	17.3	*11.2	21.8	24.4	23.7
Pacific:						
Los Angeles	12.6	15.7	*11.3	15.7	18.4	19.0
Portland, Oreg	12.2	17.2	*13.3	20.2	22.1	21.8
San Francisco	12.7	15.9	*12.7	16.7	19.3	19.7
Seattle	13.7	17.4	*13.4	20.1	21.2	21.2

Meat Specialties in the Budget

[Concluded from page 10]

commerce. No grade stamps as a rule, however, go on these meat specialties to guide consumers.

RECIPES ARE important in cooking most meat specialties. Since they are delicacies, they call for delicate treatment. Some helps for using the less expensive ones as well as for lower-priced regular cuts of meat are given by the Bureau of Home Economics in a valuable collection of recipes called "Meat Dishes at Low Cost." Five cents buys the leaflet from the Superintendent of Documents, Washington.

A Better Food Cost Index

[Concluded from page 13]

THE 1935 MODEL of the index of food costs embodies these changes proposed by the experts. It represents more faithfully than any index previously published the movement of workers' food costs. Prices are collected exactly as before from different kinds of shops, both chain stores and "independents", from bakers in the case of bread and from dairies in the case of milk. Prices of each food are averaged for each city exactly as before. The difference comes in the combinations of prices of different foods to get indexes for a city, a region, a group of foods, or to get a national index of food costs and a national average price of one food. Here the new weights for consumption and population are used.

ONE MORE JOB remains to be done, said the experts, before you have the best possible index of present food costs. Examine again into the actual food expenditures of workers' families and see if they have not changed since 1917-19. If workers are buying more green vegetables now than they did in those years, for instance, the index should reflect that fact. A new cost-of-living study was therefore started in 1934. Out of this study will come new facts regarding food consumption habits which can be used in improving still further the consumption weights used in figuring the index of food costs. This final improvement is still in process. 1935's model is still based on the consumption habits of workers' families in 1917-19.

BEFORE YOU LEARN to drive a 1935 automobile you do not have to learn to drive 1929's model. You do not need to know or care anything about the design of previous types in order to make this year's function. But with indexes of food costs, it is different. To compare this year's food costs, as represented by an index, you must have an index for previous years which is computed in exactly the same way as this year's model. Whenever a major change is made in the method of computing this food index, new computations must be made using the same method for previous years in order to have comparable data.

REVISIONS of previous indexes published are being made as rapidly as possible. Until they are made, however, warnings on the use which consumers make of the new index of food costs in comparing previous costs are important.

FIRST, the average price of a specific food in a particular city, quoted on October 8 and after, is entirely comparable with the average price of this food in the same city as quoted before October 8, 1935.

SECOND, the United States average price of a specific food, quoted on October 8 and after, is not comparable with the average price of this food as quoted before October 8, 1935, since national average prices are now weighted differently.

THIRD, no comparisons of any revised indexes should be made with the old indexes whether they refer to city food costs, regional food costs, groups of foods, or national food costs. As soon as possible the old indexes will be revised.

READERS of the CONSUMERS' GUIDE who wish a more technical description of the changes made by the Bureau of Labor Statistics should refer to an article on the "Revision of Index of Cost of Goods Purchased by Wage Earners and Lower-Salaried Workers", appearing in the September 1935 MONTHLY LABOR REVIEW. Reprints of this article can be obtained from the Bureau of Labor Statistics. A less technical description has also been prepared by the Bureau of Labor Statistics in a mimeographed release under the title, "Revision of Index of Retail Food Costs", which will be sent without charge.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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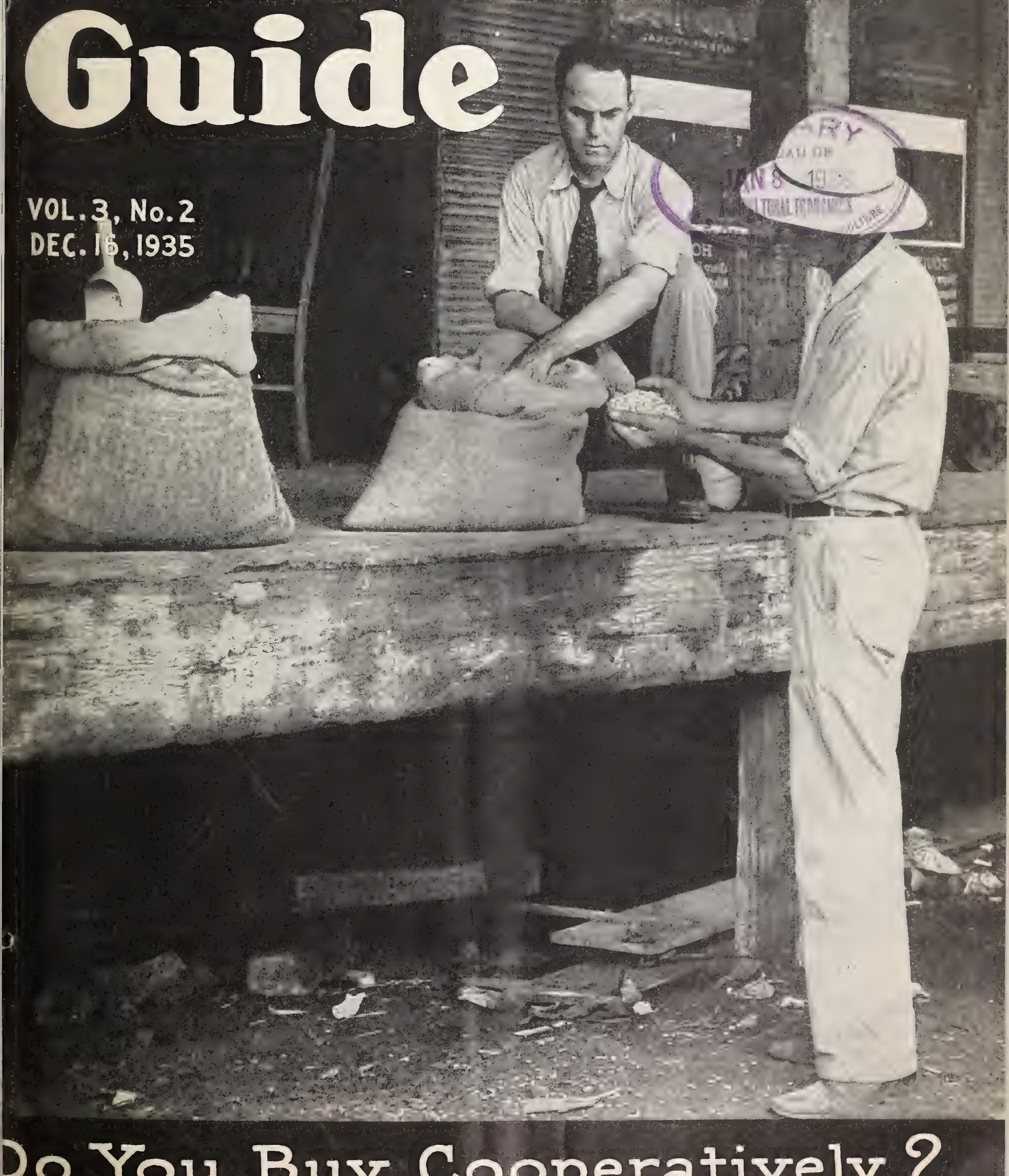

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Do You Buy Cooperatively?

> "Our national economic goal simply must be increased balanced production of the things we all really need and want, at prices low enough so consumers can buy, yet high enough so producers can stay on the job, and with income so distributed that no one shall be prevented from participating in consumption, except those who refuse to work."
>
> Henry A. Wallace,
> Secretary of Agriculture

NOTICE is hereby given, an official communique to orange growers and shippers warns, that the Department of Agriculture now considers staining of any orange—even if it meets the so-called "maturity ratio" of 8 to 1—may be a violation of the Food and Drugs Act and that action will be taken after September 1, 1936, against interstate shipments of oranges so stained and against the shippers whenever staining conceals inferiority as to the stage of maturity or variety of the fruit.

This important news for orange consumers comes as a result of special investigations which the Food and Drug Administration has been making into the practice of passing off-color oranges through a vat of yellow and orange coal-tar dyes to heighten their sales appeal.

"Painting" oranges first came into general use in 1934 and has been practiced mainly in Florida. Experts estimate that 90 percent of the current Florida crop will be stained.

Before the practice got under way, the Department warned the citrus industry, first, that every stained orange must be stamped with a plain declaration of artificial color, and, second, that adding color to immature fruit was a violation of the law even if the label were stamped on the orange. At the same time the Department started its investigation to determine whether color added to legally mature fruit might also in many cases conceal inferiority. "Mature" oranges, legally, are those which measure up to the standard of 8 parts of sugar to 1 of acid.

Many consumer complaints against adding color—showing that consumers were being deceived by such staining even under the required informative labeling—poured in on the Department.

Sufficient information is now available, the Department reports, to conclude that even though oranges may comply with the legal standards of maturity, staining is a violation of the Food and Drugs Act when it is used to make it appear that the oranges have greater maturity and flavor or are of a superior variety.

No evidence as yet has reached the Department that the ethylene gas treatment of oranges, which merely reveals existing natural yellow color in the orange peel, is deceiving consumers as to variety or degree of maturity.

CONSUMER protests against food prices have provoked some pertinent questions from farmers in Tennessee. They write: "Has there ever been any society organized in the cities protesting the high price of dry goods, hardware, furniture, electric current, or any other manufactured article?

"Has there been any organized protest in the cities in regard to tariff, taxes, freight, or other transportation charges on manufactured articles?

"Have there been any city societies objecting to the closing down of factories in order to keep the price of manufactured articles at a high level?"

AID to farm families in making their homes more livable is another of the valuable jobs done by county agricultural and home demonstration agents of the Department of Agriculture. Results of such activities in 1934 have been summed up. They show: plans furnished for the construction of 1,978 new farm dwellings; plans for the remodeling of 5,987 farm houses; instructions given for the installation of 3,917 sewage systems, 3,156 water systems, 634 heating systems, 2,213 lighting systems. A grand total of 17,885 homes were made more comfortable with the help of Agriculture's field workers.

Do you buy Cooperatively?

Farmers are doing it. From little clubs to great associations - organized and managed by themselves - their purchases totalled a quarter billion dollars last year. Here are some tips on how farmers organize a purchasing cooperative.*

Economy plus quality are twin objectives of cooperative purchasing. Maryland farmers are inspecting here some purebred seed corn which they purchased cooperatively

RUNNING a business in which you buy at retail and sell at wholesale has difficulties which would stump many a business man, yet that is the basis on which most farmers operate. Some farmers, more venturesome than the rest, have discovered a way out of this contradiction of good business practices. They have organized for cooperative purchasing of farm supplies, not only to reduce the cost of these supplies, but to get the quality and service they want. The quarter-billion dollar business they did last year was the high watermark of a movement which, slowly and unevenly, has been gathering momentum for a hundred years, and now stands as one of the most important aids to profitable farm production and a challenge to an expensive system of distribution.

CLOSE to a third of the average farmer's cash income must go to buy his materials of production—seed, feed, fertilizer, insecticides, oil and gasoline, machinery, package materials. To farmers whose average income even in 1929 was only $1,240 these production expenses loom large. Savings, even if modest, can often make the difference between living above instead of below the subsistence line. That's why farmers' imagination has responded to the cooperative idea. That's why their support can be got for even the simplest of cooperative ventures where penny savings only may be possible.

ORGANIZATION for cooperative purchasing can be anything from an informal coming together to pool orders for a carlot of fertilizer to a great business handling, warehousing, and even manufacturing a multitude of supplies needed by farm families at home as well as in production. The cooperative may cover a local area or a large region, extending over many States. It may make intermittent purchases or it may have a continuing business handling millions of dollars of merchandise. It may require its members to come to the railroad siding to pick up their goods, or it may have great warehouses and stores, and operate fleets of trucks. It may sell only to members or it may offer its

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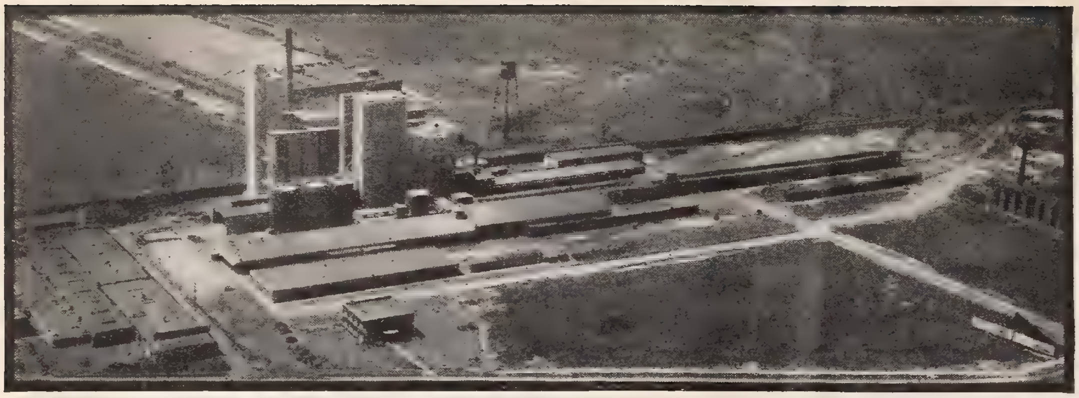
*This article is based on the valuable compendium of information contained in a recently published bulletin of the Cooperative Division of the Farm Credit Administration "Cooperative Purchasing of Farm Supplies." Copies of this bulletin may be obtained from the Office of Information, Farm Credit Administration, Washington, D. C.



This mill of the Eastern States Farmers Exchange at Buffalo, N.Y., manufactures nearly 1200 tons of feed per day.

50 million feet of lumber, about one-third of the annual box shook needs of its members, are stacked up here in the lumberyard of the Fruit Growers Supply Company, Susansville, California.

facilities to everyone in the community. It may sell at cost plus handling charges, or it may sell at prevailing market prices. It may operate with no capital or it may have stockholders.

WHEN FARMERS in southern States gather together to purchase cooperatively, their first purchases are likely to be fertilizer because that is their major operating expense. In New England and eastern States, where dairying is important, their purchases are likely to be feed. If their organization is one of the local informal group type, a purchasing committee will assemble the orders, place one order with a supplier, notify the members when supplies have arrived, and collect from them. Such a group will have no warehouses, no delivery facilities. The price each member pays will probably be at the wholesale rate plus a share of transportation and miscellaneous charges.

GROWING out of such an informal buying club is the type of local unincorporated cooperative association which will handle various lines—feed, seed, machinery, petroleum, remedies. Such associations usually have definite rules of operation. They may have a manager continuously on the job. Usually they continue the system of car-door delivery and do not acquire warehouses. Often they operate in conjunction with farm organizations, and may work in connection with a marketing cooperative. Their operating capital is usually a membership fee, which covers the cost of managing the cooperative.

NEXT STEP in cooperative development is the incorporated association, doing a continuous business, with a warehouse carrying stocks, equipped to sell at any time. Capital for such cooperatives comes principally from the sale of stock, membership fees, and savings. Members elect a board of directors and the board of directors selects a manager who is responsible to it. Usually the manager is paid a straight salary. Commissions tend to encourage managers to build up a large business rather than provide service and quality.

EXTENDING beyond local limits are the regional purchasing cooperatives, covering an area larger than a county. Two types of organization are common to these cooperatives. In the federated type, control rests with local cooperatives which are banded together to establish an overhead wholesale purchasing business. Such federated associations, which usually do only a wholesale trade, supplying the locals which sell at retail, are the Indiana Farm Bureau Cooperative Association, Inc., the Farm Bureau Cooperative Association of Ohio, the Farmers' Union State Exchange in Nebraska, the

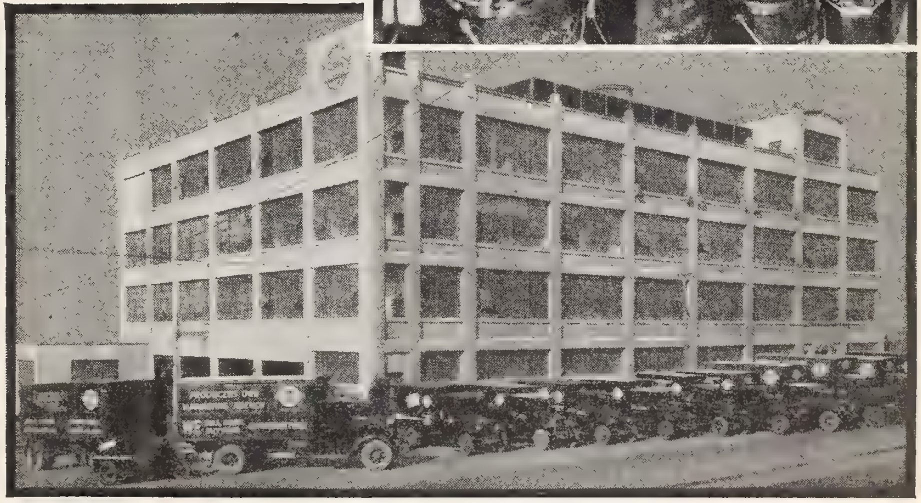
Consumers Cooperative Association in Missouri, which serves over 250 oil and farm-supply associations operating in western States, and the Midland Cooperative Wholesale, Inc., in Minneapolis, which is the oldest wholesale oil association in the country.

SECOND TYPE, the centralized regional cooperative, is composed of individual members. It does a retail as well as wholesale business. It may use all kinds or only one type of distribution. The Eastern States Farmers Exchange, with 50,000 members in New England, Pennsylvania, and other Middle Atlantic States, who buy annually through it supplies valued at more than $12,000,000, is one example. Supplies are ordered by members through about 1,000 accredited representatives who are usually farmers. This cooperative also has numerous warehouses located at strategic points where farmers may obtain supplies direct. It operates a large feed mill in Buffalo, N. Y., and fertilizer plants in Boston and Wilmington, and has an equity of more than $1,500,000 in plants, inventory, and other assets. Another example is the Cooperative Grange League Federation Exchange, Inc., which in 1935 served some 100,000 patrons in New York, northern Pennsylvania, and New Jersey, and distributed during the year ending June 30, 1935, feed, seed, fertilizer, and other farm supplies with a wholesale value of $24,000,000.

MARKETING cooperatives may make purchasing of farm supplies a side line of their activities for their members. Some 6,000 associations, primarily engaged in marketing, are doing that today. The Land O'Lakes Creameries, Inc., of Minneapolis, whose main business is in

Over $30,000,000 worth of petroleum products were sold by farmers' cooperatives in 1934. Here are some trucks and tanks owned by the Indiana Farm Bureau Cooperative Association.

A modern cooperative oil blending plant . . . .



Some cooperatives combine purchasing supplies with selling products for their members. Through the Washington Cooperative Egg and Poultry Association, Seattle, farmers bought more than $5,000,000 worth of feed in 1934.

manufacturing and selling butter for its dairy farmer members, bought for its members feed, creamery machinery, and other supplies valued at over $2,000,000 in 1934.

BIG or little, each cooperative purchasing enterprise has behind it three major objectives, and the closer it attains to these objectives the sounder its business, the faster its rate of growth. Top of the list is economy. By joining together to buy, farmers hope to obtain trade discounts on their quantity purchases and to eliminate or reduce many of the costs of competitive selling. Second objective is service. Since a cooperative can forget about profits, it is freer than noncooperative business to give a specialized service designed to meet the specific needs of its members. Finally, farmers look to their cooperatives to give them consistently better and more dependable values. Cooperatives that attempt to make savings at the expense of quality soon find themselves with few patrons.

NINETY years ago some weavers in the little town of Rochdale, England, worked out a few simple principles of cooperative purchasing which proved so sound that the business founded on them now amounts to over one billion dollars a year and is putting savings of $125,000,000 a year back into the pockets of its patrons or providing them with services which they would otherwise not have.

ROCHDALE principles of cooperative organization are followed by many purchasing cooperatives in this country. Budding cooperatives would do well to mark these rules:

1. Sell goods at prevailing local prices
2. Restrict interest on capital to a fixed rate, and provide that this interest shall have first claim on profits
3. Distribute profits (after meeting expenses and interest charges) in proportion to purchases
4. Require all purchases to be paid for in cash when the goods are sold
5. Establish equality in membership rights to both sexes
6. Provide that each member shall have one vote and no more
7. Hold regular and frequent meetings to discuss the association's business and receive suggestions for improvement
8. Provide that accounts shall be properly kept and audited and that balance sheets shall be regularly presented to members.

NO RULE of thumb can be followed by farmers who hope to build a purchasing cooperative, but out of the wealth of experience which farmers' purchasing cooperatives have had come 10 "don'ts" for hopefuls.

FIRST, don't attempt organization if farmers are satisfied with the quality of the supplies and services they are now getting.

SECOND, don't attempt organization of farmers who do not believe in cooperative action.

THIRD, don't attempt organization without first learning what satisfactory wholesale sources of supplies are available. Provide for standards of quality and determine how well these supplies measure up to the standards.

FOURTH, don't plan too broad a scale of operation. Find out what commodities can be handled with greatest opportunity for saving. Explore economy possibilities on a few products first.

FIFTH, don't organize for action until there is assured sufficient patronage. Find out the buying needs of interested farmers. Very small organizations are sometimes handicapped, because of the limited business they can do, in getting quantity discounts, in obtaining high quality products, in economizing on distribution costs. Costs tend to decrease as volume increases. Aim for sufficient volume.

SIXTH, don't start operations until there is recognized and competent management for the project.

SEVENTH, don't start operations until there has been a careful estimate made of the amount of operating capital needed. Explore all financial services available. Determine how the necessary capital can be raised.

EIGHTH, don't start operations without formulating policies. Is business to be done on a cash or credit basis? What are the advantages of each? Are prices to be based on cost plus handling, or on prevailing market prices? If the latter, what disposition is to be made of savings?

[Concluded on page 27]

Watchwords on Waste

Some surface defects can mean bargains, but others warn wise consumers against damage to the fruit and vegetable budget.

BLIGHTS THAT blemish and spots that spoil may all have the same meaning to the fruit and vegetable man—reduced prices—but the careful consumer should know a bad buy from a bargain.

SELDOM do vegetables and fruits travel alone on their pilgrimage from farm to table. No matter how carefully they are handled or how perfectly refrigerated, wilts and blemishes, rusts and rots—thieves of sales appeal to the market man, thieves of economy to the budget—will try to steal a ride.

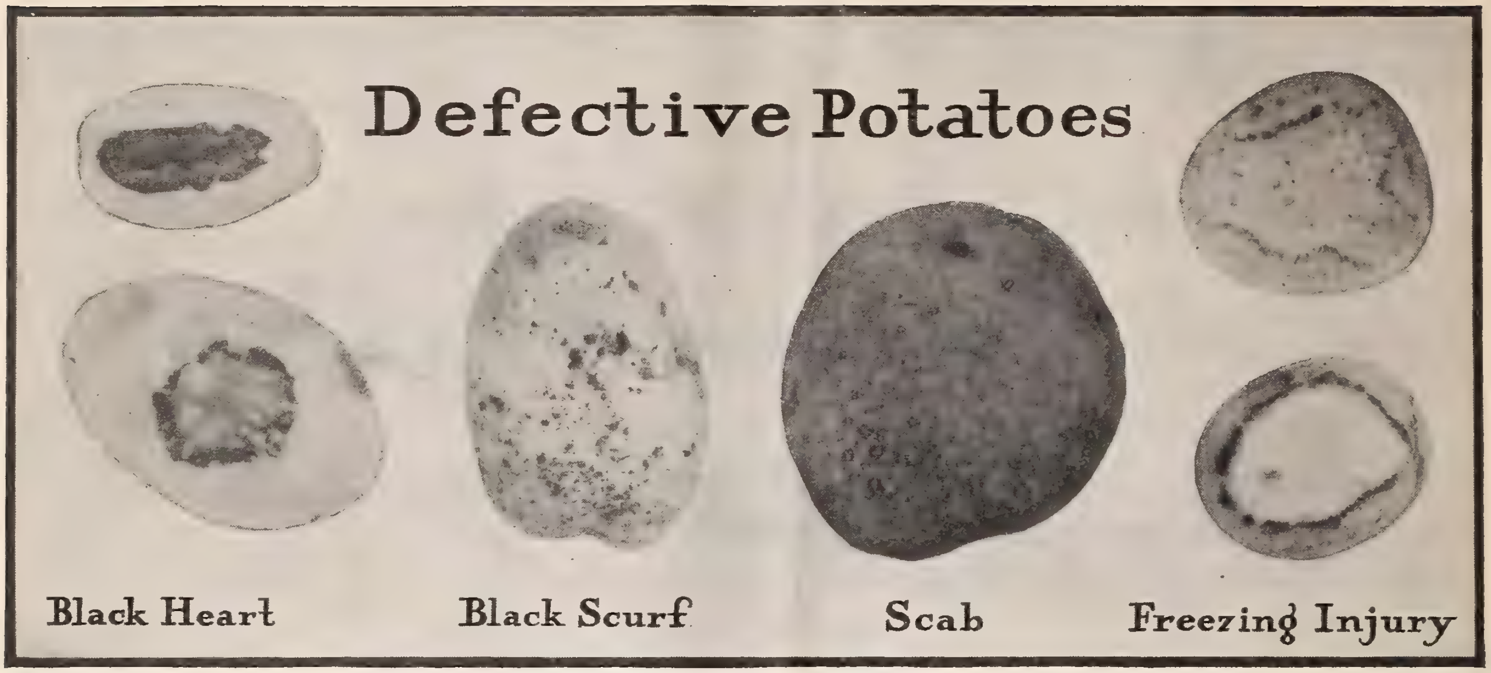
SOME DISEASES like "blackleg" in potatoes and turnips begin their underground work in the field and travel as stowaways. Hitch hikers, such as "blue mold", join fruits on their way to market, usually gaining access through small breaks in the skin. If the products have successfully evaded such fellow-travelers, there are still pestilences that walk in the darkness of storage chambers. Spoiled vegetables in your refrigerator may mean that some of these free-riders went home in the family market basket.

LAST YEAR the Department of Agriculture made a survey in Knoxville to find out the whys and wherefores of losses of fruits and vegetables occurring in the market or kitchen. Government agents first went to the railroads and trucks to learn how much produce came in, what kind it was, and where it came from. Trucks brought in about half and railroads the rest. Then they saw what happened to the produce after it was in the city, and how long it stayed in the hands of wholesalers, jobbers, and grocers. Wholesalers and distributors in some establishments kept records of their losses and the Government agents inspected spoiled fruits and vegetables every day to see what caused them to spoil. In other establishments the Government agents counted the losses when the produce was being received or the bad pieces sorted out.

WHAT CONSUMERS LOST AND WHY

Product	Amount bought	Percent lost	Cause
Apples	80 bushels	4	Scald and internal breakdown, blue mold, scab, sooty blotch, etc.
Bananas	100 dozen	3	Overriping and bruises.
Beans	23 hampers	3	Soil rot, anthracnose, blight, ?
Cantaloupes	200 fruits	.5	Green decays.
Carrots	7 crates	.02	Undetermined.
Celery	845 bunches	7	Trimming wilted parts, Blackheart, ?
Eggplant	6 crates	.5	Fruit rot.
Grapefruit	92 bushels	6	Stem-end rot, blue mold, ?
Lemons	9 crates	4.5	Blue mold, brown rot.
Lettuce	25 crates	10	Tip burn, loss of moisture.
Onions	75 bushels	10	Soft rot, black mold, smut, stain, freezing, ?
Oranges	75 bushels	10	Blue mold, black rot, ?
Peas	6 bushels	1	Freezing injury, soft rot, pod spot, ?
Peppers	3 hampers	7	Rhizopus rot, bacterial spot, scald, ?
Potatoes	175 bushels	8	Blackheart, hollow heart, freezing injury, tuber rots, scab, ?
Sweetpotatoes	25 bushels	12	Rhizopus rot, stem end rot, black rot.
Raspberries	15 gallons	8	Gray mold, rhizopus rot.
Strawberries	20 crates	15	Leak, gray mold, ?
Tangerines	35 bushels	5	Blue mold, green mold, stem end rot, black rot.
Tomatoes	25 lugs*	7	Phoma rot, ?

*Lugs average about 31 pounds in weight.
Question marks indicate losses where causes are unknown.



HOUSEWIVES HELPED this study by keeping records of their purchases and losses. They received one chart with descriptions of diseases and another chart to hang in the kitchen so that they could make records of spoiled fruit as they discovered it. The Government agents helped them to diagnose the causes of loss. When records of spoilage were complete, these agents divided the number of bushels, dozens, or pounds that spoiled by the total number purchased to get the percentage lost, and made a table showing losses and the causes of loss.

SIGNIFICANT RESULTS from the completed tables showed that losses from more highly perishable vegetables were small in comparison with losses from those that usually store well. Careless handling accounted for 15 percent loss of cabbage, 12 percent loss of onions, while losses on lettuce and peas were only 8 and 3½ percent, respectively.

CONSUMER LOSSES during the Knoxville survey are recorded in detail in the table on page 7 along with some of the causes. The table tells the same tale as the dealers' table. Consumers' largest losses were on lettuce, onions, oranges, sweetpotatoes, and strawberries, while less than 5 percent of beans, cantaloupes, eggplant, and peas spoiled.

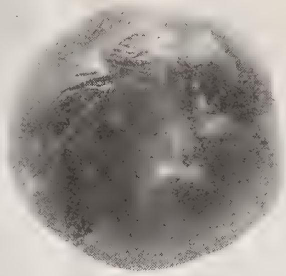
IT PAYS family purchasing agents to be familiar enough with common fruit and vegetable defects to distinguish between those that actually injure the eating quality and the surface blemishes that merely make things less attractive to the superficial shopping eye and so lower the price.

BARGAINS that spoil before you can use them are expensive at any price. Look for marks of careless handling. Small cuts open the way for infection just as they do on animals. Irregular shapes, bruises, and growth cracks may mean losses in preparation. Withered skin often indicates age and toughness. We list here some common fruit and vegetable defects which mean bad appearance only and some that mean unfitness for eating.

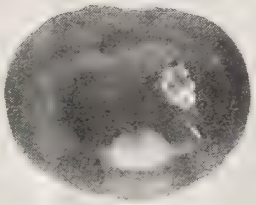
DON'T MISS meals because of this list of fruit and vegetable afflictions. They may slip by the groceryman but no half-way cook will let them reach the table. Taste usually warns.

POTATOES of irregular shape with knobs or deep growth cracks cause waste in preparation, cuts or bruises are warning signs of possible infection. "Scab" makes rough corky elevations or pits on the surface which are easily cut off with the peel and cause little waste. More serious diseases mean large or total loss. Look for discolorations which are easily concealed by dirt. They may mean sunburn or late blight. Both taint flavor. "Blackheart", aptly describing a condition in which there is a black, sometimes slimy, center, ruins the flavor but can only be detected by cutting. Freezing usually makes a dark ring inside the peel, but may not show on the outside. Rots can be spotted by soft, moist, or discolored areas.

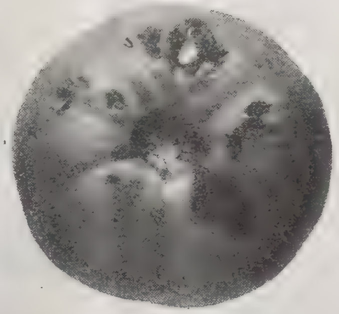
Tomato Diseases



Rhizopus Rot



Watery Rot



Phoma Rot

SWEETPOTATOES are far more perishable than their Irish cousins. Small, dark, clay-colored spots, some times found on them, are harmless. Serious wastes result from even small decayed spots, because the spoiled flavor usually ruins the whole vegetable. Dampness may mean freezing injury. Wet areas may come from contact with spoiled potatoes, in the same package.

GOOD CABBAGE is bright in color, firm, crisp, and heavy. Sometimes wilted or discolored outer leaves may be removed, leaving sound food. But remember, the greener the cabbage, the more Vitamins A and G. Heads with leaves separated from the stem are likely to be tough or strong. Soft heads are edible but usually of inferior quality. Wilted, yellow heads often indicate age and toughness. Worm injuries are common in all leafy vegetables, but they are so apparent that the only moral for the consumer is "look before you buy." Brussels sprouts, too, suffer from worms and plant lice.

CELERY is usually trimmed and washed before it reaches the retailer. The tiny white bunches, commonly tied together in twos or threes, frequently indicate waste has already been cut away. They may be economical buys. Suspicious looking celery should be inspected for stringiness or pithiness which mean poor quality. "Blackheart" and "footrot" ruin celery. You can easily check on these and possible insects by pulling the stalks apart to look at the inside.

LETTUCE that looks good and fresh is sound. Reddish color at cuts or bruises is due to a natural change in the juice of the lettuce and is not a sign of decay. Bruised, ragged or wilted leaves may be cut away and leave plenty of salad for your money. Brown areas on the edge of leaves warn of tip burn—probably more spots inside.

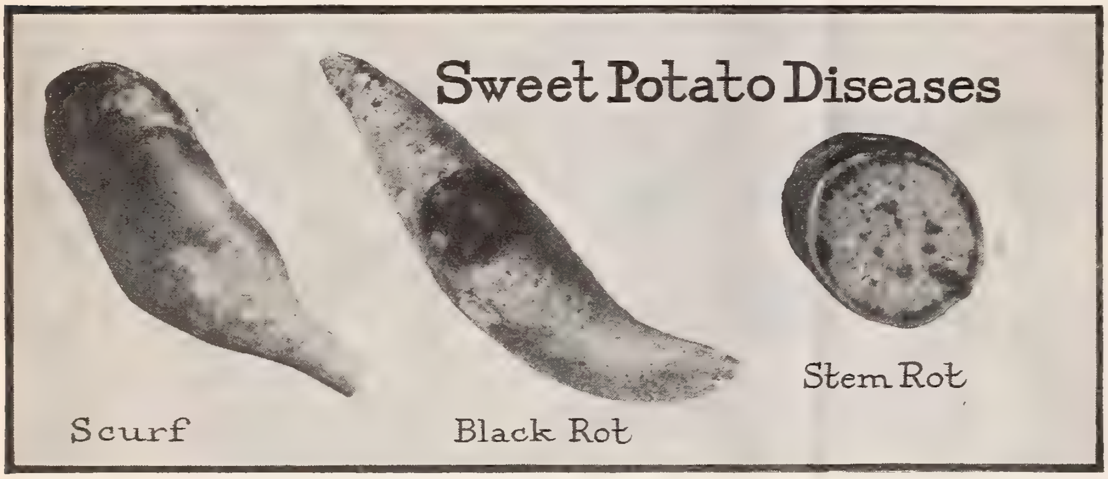
CAULIFLOWER is at its best when the "curd" is heavy, compact and creamy white. "Riciness" or spreading of the head hurts the looks and perhaps the price—but not the flavor. Spots or bruises on the curd will probably cause waste. "Gray mold", "watery soft rot", and "black spot" ruin cauliflower. Soft spots and discolorations give the warning.

CARROT TOPS and roots tell their own story. Fresh feathery tops are usually enough recommendation. If the roots are still bright, withered tops may be ignored. Cold water often brings back crispness to wilted roots. Avoid soft or watery spots. They mean waste.

ONIONS that are "stained" or "sunburned" may be good buys. Only the outer skins are affected by "stain." "Sunburn" may go deeper but won't injure taste. For more serious defects look to the neck of the onion. If coarse, prominent, or hollow, it means a woody core. Dampness gives away "soft rot" or "freezing injury."

TOMATOES lose much sales appeal but little consumer value from "catface" and growth cracks. These are blemishes that mar the appearance but do not affect taste. "Catface" is a pucker at the blossom end. Growth cracks usually radiate from the stem end or form concentric half moons around it. Either of these conditions or misshapen fruit may lower prices. The only serious disadvantage to consumers is possible waste in serving. Because such fruits are easily injured they do not keep well. Any bad spot on a tomato usually ruins it for eating. "Phoma rot" or "ripe rot" goes hard with winter tomatoes. It usually begins with irregular black spots near the stem and progresses to complete decay with fungi sometimes growing out of the spots. Apparently only tomatoes with broken skins are subject to it. "Buckeye rot" is another fungus decay. It looks much like a horse chestnut under the skin. It may penetrate unbroken skins or even wrappers. "Watery rot" is usually odorless, the fruits shrink and often grow "whiskers", the interior breaks down and the skin becomes a water bag which usually spills its contents. "Rhizopus rot" enters the fruit through wounds. It works fast and usually spoils the vegetable completely in a few hours. You can spot "rhizopus" by the sour smell.

PEPPERS and eggplant are victims of a number of decays, which usually spoil them for food unless there are tiny spots. "Anthracnose" starts with tan, gray or black spots on peppers and with brown spots on eggplant. Even if it does not ruin the vegetable completely it opens the way for other organisms. "Fruit rot" is the commonest market ailment of eggplant. Round tan spots appear with a soft spongy decay under them, which penetrates the fruit. "Rhizopus rot" and "buckeye rot" attack peppers and eggplant as well as tomatoes. "Gray mold rot" or "botrytis" is common in peppers but also attacks most vegetables. The spots are at first greenish and water-soaked but later turn brown. "Botrytis" works fast but seldom makes a bad odor.



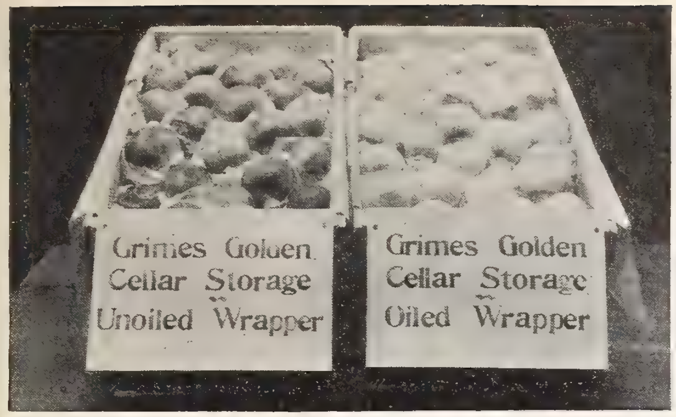
STRING BEANS are edible but may be tough when wilted. Irregular dark areas that are sunken may mean "anthracnose" or "russet"—dry spots which cause waste. They enlarge slowly. "Watery soft rot" spreads rapidly and usually causes total loss.

APPLES and pears, like tomatoes, may have blemishes on the skin which do not affect the taste. "Flyspeck" and "sooty blotch" often go together. They are caused by fungi and are important only because they hurt the appearance and lower the price of affected fruits. They do not harm the apple and are readily scraped off.

ANOTHER common complexion fault of apples is "scab." It begins with dark velvety spots and later becomes rough brown areas surrounded by dark green or black.

A MORE serious defect is "scald" which is caused by the gases which apples and pears produce in storage. External symptoms are irregular brown areas which are light at first but become dark. They mean real damage to the quality of the fruit. Apples stored the modern way in oiled paper packing usually resist scald because the oil absorbs the harmful gases.

DISCOLORED spots on apples are bad news. They may mean "black rot", "bitter pit", or "internal breakdown" due to freezing or age. If you have a clinical interest in what rotted the apples, keep them for a few days. "Black spot" causes the rotten areas to turn black. Small pimples of the same color dot the surface. "Bitter pit" blemishes may look like hail injury. They are usually small and wet at first, then develop into highly colored areas. If an apple affected with bitter pit is kept long enough the spots will turn dark and sink into the flesh. The fruit does not become bitter. "Internal breakdown" is the breaking down and browning of the interior of the apple. Outward signs are not always present. If you are buying a good many apples, have one or two cut open. For methods of avoiding waste in quantity buying see CONSUMERS' GUIDE for May 20, 1935. Internal breakdown often follows freezing or water core and occurs more frequently in late or over-mature apples.



Apple Scald and how to prevent it.

"BLUE MOLD" is among the most destructive of rots attacking fruits. It is common on apples, pears, and oranges in storage and transit. Dealers who spot the characteristic bluish growth, destroy the fruit. Occasionally one is offered fruit with soft watery spots of light tan which increase in depth and diameter very rapidly, but only develop the blue "whiskers" after they are safely at home in the fruit rack.

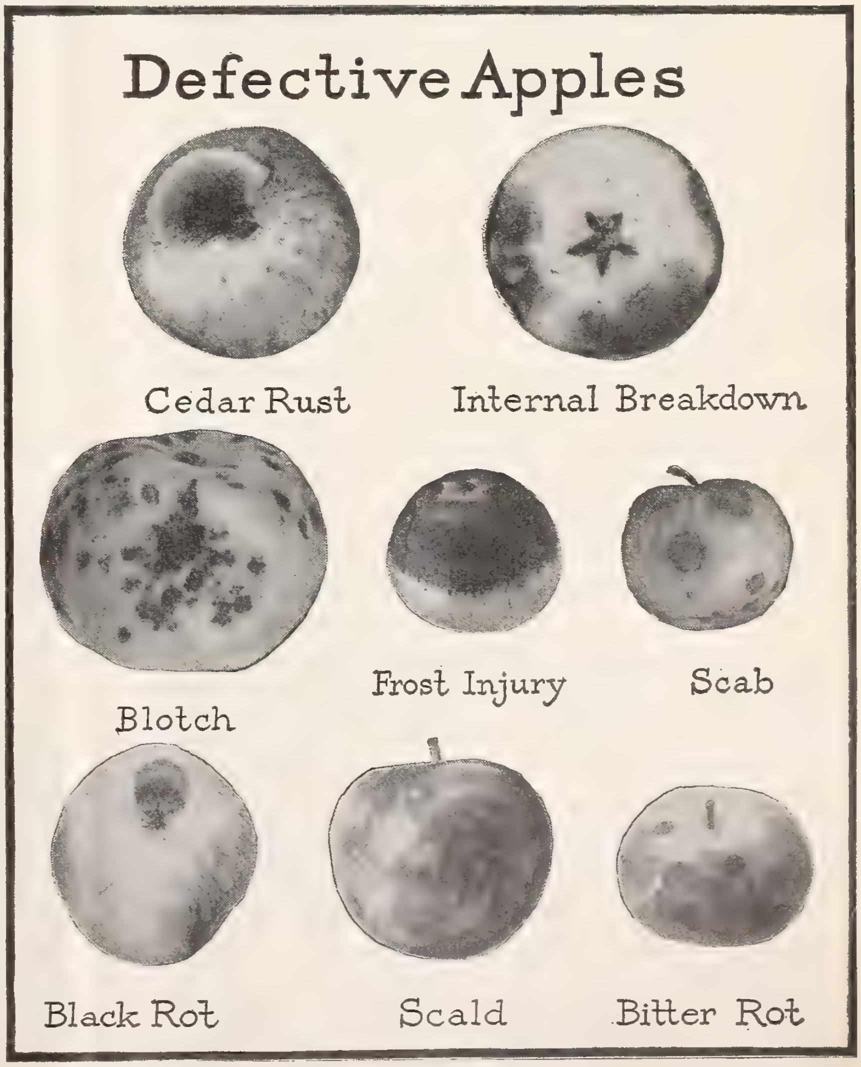
CITRUS fruits are frequently russeted. Some markets buy the brownish fruit in preference--but there is no difference except in appearance. Even small, soft, or decayed spots on citrus fruits are serious because even a small spot can ruin the taste of the whole fruit. Be suspicious of any softness. If watery, it may mean "blue mold", one of the worst enemies of citrus fruits. The Knoxville study found an instance where 500 bushels of oranges out of a shipment of 600 were lost because of "blue mold." The oranges were carelessly unloaded with a shovel, and the injuries made a foothold for the rot. "Stem end rot" begins with soft colorless spots near the stem which destroy the whole fruit chiefly by rotting from within. "Brown rot", which affects only lemons, is at first a greasy scalded spot which turns brown and is covered by a cobwebby growth.

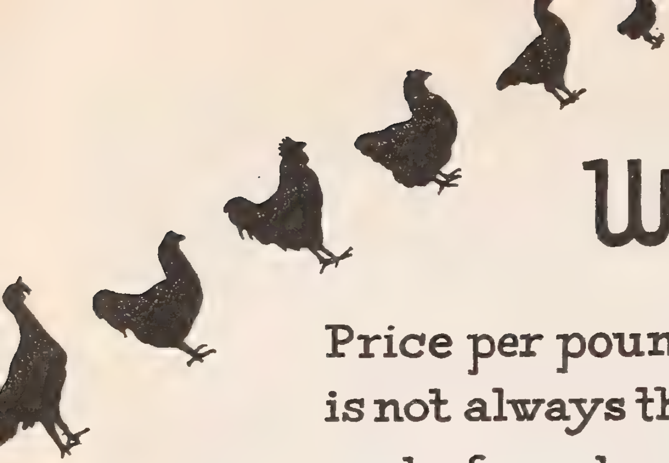
LIMES and tangerines are subject to the same diseases as oranges. Limes sometimes show scald. Purple or brown irregular spots make them less attractive but usually no less palatable.

BANANAS that are firm with small dark flecks on the skin are delicious eating, but don't try to store them. Bananas sometimes suffer from "fruit rot" which makes them mushy and sour-smelling. Withered, thin, bruised or very soft fruits are short on flavor and food value.

STRAWBERRIES, raspberries, blueberries, huckleberries and other berries are extremely perishable. Overripe berries are apt to be dull and soft. Stains on the boxes may mean leaky berries, expensive buys. Berries should be carefully inspected for mold before buying. It is wise to pour boxes out in the hands to be sure that the sound layer on top does not hide wasty, bruised or rotten fruit.

PEACHES are usually as good as they look. Color and firmness indicate ripeness. Beware minute imperfections—they may mean worms have taken liberties. Brown rot—the worst market enemy of peaches—begins with small circular brown spots and works fast.





Which Bird to Buy?

Price per pound of dressed weight is not always the best measure of the cost of meat on your holiday bird.

TIP FROM an Iowa consumer on how to use the CONSUMERS' GUIDE:

"Confronted with the problem of feeding a family suffering from chronic Sunday chicken-hunger, on a budget that allows no luxuries, I did some mathematics on the estimates in the CONSUMERS' GUIDE of the amount of meat per pound in one kind of chicken as against the other kinds. The formula I discovered may be useful to other consumers:

"Divide the price you pay per pound for the chicken plucked and bled but not drawn, by the percentage of edible meat to dressed weight and you will get the actual price you pay per pound of solid eating meat. It is easy then to decide which bird you can afford for any occasion.

"The only disadvantage to my system" continues our helpful consumer, "is that the GUIDE'S table did not cover enough different birds. On Thanksgiving when I wanted to make a real splurge I couldn't compare chicken costs with the price of actual meat on any other possible bird for the menu. It's too late for Thanksgiving, but couldn't you give us estimates that would help consumers choose among turkeys, ducks, and geese for Christmas?"

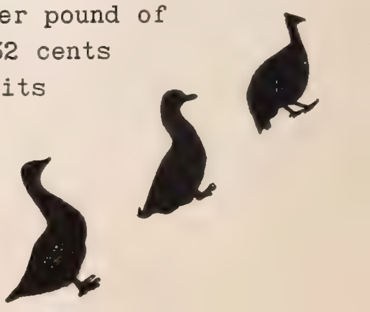
FOLLOWING THIS consumer's excellent suggestion, a CONSUMERS' GUIDE reporter started investigating. The trail led through the Bureau of Agricultural Economics to the Bureau of Animal Industry, and thence out to their experimental farm at Beltsville, Maryland, where flocks of turkeys, ducks, geese and all the other feast birds thrive under the microscopic scrutiny of laboratory scientists.

MAKING GENERAL RULES has its difficulties. The proportion of edible meat depends on the breed of the bird, its age, its history in such matters as feeding and care and handling and—most important—what preparation for market it has had.

MOST COMPLETE table available, shown on page 13, can give consumers definite help if used with certain reservations. For instance, the table gives "fattened" and "unfattened" roasting chickens. Which figure a housewife uses to make her calculations, or whether she uses a figure in between the two, will depend on the degree of blocky plump perfection of the chickens her market man offers her.

SURER CALCULATIONS are possible on turkeys, capons, ducks, and geese, for at least at holiday time these birds are pretty sure to have been fattened especially for festive purposes.

USING the formula given by our consumer, we figured the actual price per pound of edible meat on each of the birds offered in a Washington market on a recent date. Our meat man gave us one price on all roasting chickens of 35 cents a pound. According to our table, the edible meat of a fattened roaster would come to 55½ cents a pound, while the edible meat on an unfattened roaster would cost 61½ cents a pound. In the season for broilers, we would see much the same relation between cost of fattened broilers and of unfattened broilers. Capon costs 45 cents a pound in our market at this writing. Though it has more meat in proportion to dressed weight than any other type of chicken, the higher cost of the dressed weight brings the cost of an edible pound up to 67 cents. Hen is cheapest per pound of edible chicken meat. At 32 cents a pounds dressed weight, its edible pounds would come to 50 cents apiece.



AVERAGE TURKEYS priced at 40 cents a pound would, according to our calculations, cost 60 cents a pound for the eating meat. A well-fleshed turkey hen will give a slightly larger proportion of edible meat than a large turkey tom, and is better suited to the average family. Ducks at 25 cents a pound figure out at only 41½ cents for a pound of edible meat. And geese at the same price provide the cheapest meat we find in our figures--38 cents a pound.

EVEN WITH these figures, we must always take into consideration the amount it is necessary to buy of each of these birds. Even though buying a goose may give us our cheapest buy per pound of edible poultry meat still we may not be able to afford the 10 pounds of Christmas dinner meat that comes with the usual goose. The next cheapest meat--duck--may be our best bet at 41½ cents a pound of meat, since we need not buy so many pounds of it. Another thing to remember is that the flesh of goose contains much more fat than chicken or turkey. This goose fat turns to grease when the goose is cooked.

PERCENTAGE OF EDIBLE MEAT * TO DRESSED WEIGHT **

Bird	*Percentage*
Roasting chickens (fattened)	63. 07
Roasting chickens (unfattened)	56. 86
Broilers (fattened)	60. 73
Broilers (unfattened)	54. 27
Capons (fattened)	67. 46
Hens (fattened)	64. 22
Ducks	60. 17
Geese	65. 07
Turkeys	66. 53
Squab pigeons	73. 94
Squab Guineas	60. 25

* Edible meat means all of the drawn bird including heart, liver, and gizzard, but with the bones removed.

** Dressed weight is of bird plucked and bled but not drawn.

NOT ONLY more pounds but pounds at a higher price go with the purchase of turkey. Among toms, or male turkeys, turkey experts tell us the bigger the bird the more meat in proportion to bone. The way to get around that fact when you don't want as much as the usual turkey tom weight of from 14 to 21 pounds, is to buy a turkey hen, which weighs from 8 to 12 pounds and has slightly more meat in proportion to waste than toms have. But even a turkey hen weighs more and is more expensive per pound than duck or stewing chicken. Consumers wishing to check up on the different cuts of beef as to their edible meat per pound may look up, or send for, the August 19 issue of the CONSUMERS' GUIDE.

CONSUMER-FARMER BRIEFS FROM WASHINGTON

FOUR out of every 10 persons reemployed in urban industry since the spring of 1933, the Secretary of Agriculture reports, owe the recovery of their jobs to the improvement in farmers' purchasing power. Gross farm income from production and rental and benefit payments in 1935 is expected to be $7,800,000,000, as against $7,300,000,000, in 1934, and $5,337,000,000 in 1932.

AAA

MORE AUTOMOBILES bought mean more jobs for automobile workers. In the first 8 months of 1935, automobile sales were 36 percent bigger than in the same months of last year and 90 percent greater than in the first 8 months of 1933. Farmers' purchases helped to boost this business. People in rural areas bought as many automobiles in the first 8 months of 1935 as they did in all 12 months of 1934.

JOBS for automobile workers have been on the upgrade with increases in automobile sales. Employment in this industry as in most others touched its low point in 1933. For every hundred workers with jobs in automobile factories in 1929, there were only 54 employed in 1933. Last year, there were 84 and in the first 10 months of this year 97. Pay rolls have been picking up at a faster rate than employment, but from a lower level in 1933. For every $100 paid out to automobile workers in 1929, only $38 were paid in 1933. Pay rolls came to $68 last year and to $87 in the first 10 months of this year, in comparison with each hundred dollars in 1929. Average weekly earnings of

[Concluded on page 27]

Your Food

FOOD costs of workingmen's families throughout the country on November 19 averaged 1.4 percent higher than on November 5, about 9 percent above costs on November 20, 1934, and 18.5 percent lower than the average for the years 1923-25.

SOME sections of the country show a lower, some a higher level of food costs than the average for the country, which was 81.5 percent of 1923-25 costs on November 19. Food costs in West North-Central States are highest, and in East South-Central States lowest, in comparison with the predepression levels. Estimates for West North-Central States, based on quotations collected by the Bureau of Labor Statistics from cities in Missouri, Minnesota, and Nebraska, showed food costs on November 19 were 84.1 percent of 1923-25. Those for East South-Central States, based on prices collected from cities in Alabama, Kentucky, and Tennessee, put the index at 77 percent of 1923-25.

OTHER areas fell between these two limits in the following order: West South-Central (Texas, Arkansas, and Louisiana), 79.2 percent; Pacific (California, Oregon, and Washington), 79.3 percent; New England (Maine, New Hampshire, Massachusetts, Connecticut, and Rhode Island), 80.3 percent; East North-Central (Illinois, Ohio, Michigan, Indiana, and Wisconsin), 80.8 percent; South Atlantic (Georgia, Maryland, South Carolina, Florida, Virginia, and the District of Columbia), 81.9 percent; Middle Atlantic (New York, New Jersey, and Pennsylvania), 82.6 percent; Mountain (Montana, Colorado, Utah), 83.8 percent. Since prices are not collected from cities in all States, all of the States included in these areas are not specifically mentioned.

MAJOR price increases which pulled up the National average 1.4 percent in the two weeks between November 5 and November 19 were due to fruits and vegetables, which as a group advanced about 6 percent, and dairy products (principally butter), which rose 3.2 percent.

POTATOES lead in the fruit and vegetable price increases. None of this advance in potato prices had anything to do with proposed potato programs. The Potato Act did not come into effect until December 1. No reports have been received showing that a tax has been paid on any potatoes marketed between December 1 and 10. The bulk of the potato supply coming to market from fall, 1935, to late spring, 1936, is from the 1935 crop which is not subject to the Potato Act. No marketing agreement or diversion program has been adopted. The sharp rise in the price of potatoes between November 5 and 19 came about as a result of a freeze in October which caught many potatoes undug in principal late-producing States (except Maine) and injured some that were in temporary storage. The crop

CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

Kind of food	Nov. 5, 1935	Nov. 19, 1935	Change in two weeks
Dairy products:	¢	¢	%
Milk, qt	11.5	11.5*	—
Cheese, lb	26.9	27.1	+0.7
Butter, lb	35.4	38.8	+9.6
Beef:			
Round steak, lb	35.0	34.4	-1.7
Rib roast, lb	30.6	30.5	-0.3
Chuck roast, lb	24.0	23.8	-0.8
Pork:			
Chops, lb	33.4	35.8	+7.2
Lard, lb	21.0	20.1	-4.3
Whole smoked ham, lb	33.2	32.9	-0.9
Lamb:			
Leg of lamb, lb	26.8	28.0	+4.5
Breast lamb, lb	12.5	12.9	+3.2
Square chuck, lb	21.4	21.6	+0.9
Poultry and eggs:			
Hens, lb	30.8	30.9	+0.3
Eggs, doz	45.2	44.2	-2.2
Bread:			
White, lb	8.5	8.5	—
Rye, lb	9.1	9.1	—
Whole wheat, lb	9.5	9.5	—

*3.5-5.0 percent butterfat.

(Continued)

CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

Kind of food	Nov. 5, 1935	Nov. 19, 1935	Change in two weeks
Cereal products:	¢	¢	%
Flour, lb	5.4	5.4	——
Macaroni, lb	15.5	15.5	——
Wheat cereal (28-oz. pkg.)	24.2	24.3	+0.4
Vegetables - canned:			
Corn, #2 can	13.0	11.8	-9.2
Peas, #2 can	16.3	16.4	+0.6
Tomatoes, #2 can	9.4	9.4	——
Vegetables - fresh:			
Potatoes, lb	1.9	2.3	+21.1
Onions, lb	3.8	3.9	+2.6
Cabbage, lb	2.6	2.7	+3.8
Vegetables, fresh:			
Lettuce, head	9.2	9.3	+1.1
Spinach, lb	6.1	6.3	+0.3
Carrots, bunch	4.8	5.0	+0.4
Fruit - canned:			
Peaches, #2½ can	19.3	19.1	-1.0
Pears, #2½ can	22.5	22.6	+0.4
Pineapple, #2½ can	22.6	22.6	——
Fruit - fresh:			
Apples, lb	4.6	4.8	+4.3
Bananas, lb	6.5	7.0	+7.7
Oranges, doz	33.0	33.9	+2.7

Bill

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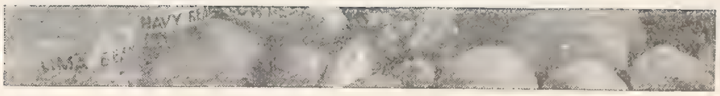
was reduced by more than 11.5 million bushels in the 30 late-producing States, and by November 1 was 17.5 million bushels smaller than September 1 estimates.

FALL vegetables in southern States also received a setback by unseasonably cold weather and a Florida storm. The early cabbage crop is delayed and late cabbage in the North is coming out of storage to fill the gap. The crop of cabbage generally is plentiful. As a whole fresh vegetables had not moved in a large quantity up to November 30 as in the preceding season.



CITRUS fruits are now moving in quantity. Prices of this fruit should probably be at their seasonal low point during December and January but these prices will probably run somewhat higher than during the previous season because the present crop is smaller. Consumers who are in a position to use oranges and grapefruit in quantity can save considerably by buying in three-fifth bushel bags which are now being shipped in quantity. These bags hold between 33 and 34 pounds, or 81 oranges of the size that come 216 to a box.

BUTTER increased close to 10 percent in price between November 5 and 19. Three reasons were behind this: One, more demand from consumers; two, the usual seasonal movement in butterfat prices; and three, lower total milk production this fall than last.

WITH the exception of pork loin roast and pork chops, both of which increased 7 percent, prices of all pork, beef, and lamb products quoted by the Bureau of Labor Statistics dropped in these 2 weeks. Despite the increase in these two fresh pork products, their prices on November 19 were still below October 22 prices. Meat prices may remain about at present levels for several months. No marked decline in prices is expected for some time. Cattle numbers are still small and will probably not be built up to former levels for more than a year. The serious shortage in hog numbers, due to the drought, cannot be even partially remedied so as to get much more pork on retail markets until late summer in 1936. There never has been a cattle production control program. The hog production program for 1936-37 calls for an increase in production of 30 percent over 1935-36.

BREAD did not change in average price for the country in the 2 weeks from November 5 to 19, but changes in individual cities ranged from an increase of 0.8 cent a pound loaf in Kansas City to decreases of 0.1 cent in five cities. Report on the inquiry which the Consumers' Counsel is making into bread costs in cities where price increases have occurred will be reported in the December 30 CONSUMER'S GUIDE.

Dairy Products

NO CHANGE in the retail price of milk is shown for the period November 5 to 19. Cheese, however, increased 0.7 percent and butter made a further sharp advance of 9.6 percent.

STOCKS of butter are apparently somewhat larger than a year ago, but withdrawals from storage have been considerably heavier. The net out-of-storage movement during October of this year was about twice as large as in October last year. This would indicate a considerably heavier consumption of butter. Some further seasonal rise in the price during the remainder of the year is in prospect; however, prices during the first quarter of 1936 will probably not average as high as in the same period of 1935 when production was unusually low.

FARM PRICES of butterfat increased slightly more than 15 percent during the month ending November 15. This was somewhat more than the usual seasonal increase to be expected with the customary decline in milk production at this season of the year. Larger feed supplies per animal unit and a more favorable price relationship for feeding indicates that there will be larger production of milk during the coming winter than during the winter of 1934-35.

CHEESE prices usually reach a seasonal peak in October. With total milk production in early November less than a year ago and prospects for higher butter prices, cheese prices during the coming winter are likely to average higher than a year earlier. Cheese production is unusually large and stocks are heavy. Consumption, however, has been the largest on record and estimated consumer expenditures for cheese have been decidely larger than in 1934.

Average Retail Prices, November 19, 1935 (cents)

Markets	Milk, fresh: Quart (delivered)	Milk, fresh: Butterfat content range	Cheese (lb.)	Butter (lb.)
United States	11.5	3.5-5.0	27.1	38.8
New England:				
Boston	11.7	3.7-4.8	26.8	37.6
Bridgeport	13.0	3.7-4.8	29.0	38.6
Fall River	13.0	3.8	26.4	36.2
Manchester	12.0	3.8-4.0	26.7	38.2
New Haven	13.0	3.7-4.0	27.3	38.8
Portland, Maine	12.0	4.0-4.3	26.8	37.1
Providence	13.0	3.7-3.8	24.7	36.6
Middle Atlantic:				
Buffalo	12.0	3.6-3.7	26.8	36.5
Newark	13.0	3.5-3.7	27.2	40.7
New York	12.5	3.5-3.7	28.8	40.4
Philadelphia	11.0	3.5-3.8	29.6	39.8
Pittsburgh	11.0	3.6-3.8	28.0	38.5
Rochester	12.0	3.8	27.7	37.1
Scranton	11.0	3.8	27.9	37.4
East North-Central:				
Chicago	10.0	3.5-3.8	28.7	38.7
Cincinnati	12.0	3.5-3.8	25.4	37.7
Cleveland	10.0	3.5	27.8	37.2
Columbus	10.0	4.0	25.9	37.9
Detroit	12.0	3.6-3.7	25.3	39.5
Indianapolis	10.0	3.8-3.9	25.3	39.5
Milwaukee	10.0	3.6	27.8	37.4
Peoria	11.0	3.8-4.0	25.4	38.3
Springfield, Ill	11.1	4.0	24.9	38.8
West North-Central:				
Cedar Rapids	10.0	———	24.8	36.8
Kansas City	11.1	3.8-4.0	26.4	38.1
Minneapolis	10.0	3.5-3.7	25.2	37.0
Omaha	10.0	3.8	25.1	37.4
St. Louis	11.0	3.7-3.8	25.6	40.4
St. Paul	10.0	3.6-3.7	25.1	37.7
Wichita	10.0	3.7-4.1	21.5	34.7
South Atlantic:				
Atlanta	14.0	4.2-4.4	23.9	39.6
Baltimore	12.0	4.0-4.2	26.9	39.7
Charleston, S. C	15.0	4.0-4.3	23.1	37.1
Columbia, S. C	15.0	4.3	24.1	40.2
Jacksonville	15.0	4.0-5.0	23.3	35.4
Norfolk	14.0	3.8-3.9	23.2	37.2
Richmond	12.0	3.5	24.0	37.0
Savannah	14.0	4.0-4.6	23.1	37.2
Washington, D. C	13.0	4.1	26.3	39.7
Winston-Salem	14.0	4.3	25.7	40.6
East South-Central:				
Birmingham	13.3	4.3-4.5	22.7	40.4
Jackson, Miss	13.0	4.0-4.4	23.7	37.9
Knoxville	12.0	4.0-4.2	29.3	37.8
Louisville	12.4	4.0	26.1	38.5
Memphis	10.5	3.5-4.2	23.1	38.0
Mobile	14.0	4.0-5.2	23.7	37.0
West South-Central:				
Dallas	11.0	4.4	27.0	34.6
Houston	12.0	4.2-4.6	22.4	37.8
Little Rock	12.0	3.8-4.5	23.5	36.2
New Orleans	12.5	4.0-4.5	25.1	38.8
Oklahoma City	11.0	4.0	27.9	39.7
Mountain:				
Albuquerque	11.0	4.0-4.1	29.2	38.7
Butte	10.0	3.5-3.7	24.6	35.4
Denver	10.5	3.8	27.4	38.1
Salt Lake City	10.0	3.8	23.6	40.3
Pacific:				
Los Angeles	11.0	4.0	27.3	39.8
Portland, Oreg	10.5	4.0	24.5	37.9
San Francisco	13.0	4.0-4.2	29.1	41.1
Seattle	9.0	4.0	24.2	39.8

Average Retail Prices, November 19, 1935 (cents)

Markets	White (lb.)	Rye (lb.)	Whole-wheat (lb.)
United States	8.5	9.1	9.5
New England:			
Boston	8.3	9.2	8.8
Bridgeport	9.1	10.0	9.8
Fall River	7.8	8.4	8.9
Manchester	8.3	9.0	8.7
New Haven	9.1	9.7	9.9
Portland, Maine	9.1	9.5	9.3
Providence	8.2	8.8	9.4
Middle Atlantic:			
Buffalo	8.4	8.5	9.4
Newark	9.2	9.5	9.6
New York	8.8	9.1	9.7
Philadelphia	9.5	9.9	10.7
Pittsburgh	8.9	10.6	10.7
Rochester	8.1	8.2	9.0
Scranton	9.5	9.7	9.4
East North-Central:			
Chicago	7.5	8.1	9.1
Cincinnati	7.8	9.4	9.5
Cleveland	7.7	8.3	8.7
Columbus	8.2	9.1	9.3
Detroit	7.5	7.8	8.2
Indianapolis	8.0	8.2	9.3
Milwaukee	7.8	7.7	10.0
Peoria	8.2	9.1	9.3
Springfield, Ill	8.9	9.6	9.7
West North-Central:			
Cedar Rapids	8.9	9.5	10.2
Kansas City	8.8	9.2	9.2
Minneapolis	8.4	8.9	9.3
Omaha	8.5	9.1	8.8
St. Louis	8.4	9.2	9.6
St. Paul	8.5	9.1	9.5
Wichita	7.6	8.0	9.3
South Atlantic:			
Atlanta	9.2	9.4	9.0
Baltimore	8.8	9.7	9.6
Charleston, S. C	9.3	9.8	10.0
Columbia, S. C	---	---	---
Jacksonville	9.7	9.8	10.0
Norfolk	9.6	10.2	10.0
Richmond	8.8	8.9	10.3
Savannah	9.6	10.0	10.5
Washington, D. C	9.3	9.6	9.9
Winston-Salem	10.7	11.3	11.0
East South-Central:			
Birmingham	9.8	10.0	10.0
Jackson, Miss	9.9	---	10.3
Knoxville	8.9	8.2	9.5
Louisville	7.8	8.2	8.8
Memphis	8.3	9.4	9.5
Mobile	9.3	10.0	10.0
West South-Central:			
Dallas	8.8	9.0	8.8
Houston	7.3	8.4	8.6
Little Rock	9.8	9.9	9.8
New Orleans	8.2	8.7	9.7
Oklahoma City	8.7	9.9	9.6
Mountain:			
Albuquerque	10.2	---	11.0
Butte	9.8	9.7	9.8
Denver	7.9	9.6	8.3
Salt Lake City	7.0	9.4	6.8
Pacific:			
Los Angeles	7.7	9.3	8.2
Portland, Oreg	9.1	10.0	9.1
San Francisco	9.3	9.0	8.8
Seattle	9.1	9.9	9.0

Bread

NO change was recorded in the average price of white bread for the country as a whole during the 2-week period November 5 to 19. Changes did occur in individual cities, however, and they ranged from an increase of 0.8 cent in Kansas City to a decline of 0.5 cent in Oklahoma City for a 1-pound loaf of white bread. This half-cent decrease in Oklahoma City was probably not due to an actual price decline but to changes in reporting methods.

MAXIMUM increase in the average price of bread in any of the cities reported on by the Bureau of Labor Statistics between October 8, when the present upward movement started, and November 19 occurred in Milwaukee, Wis., where the average increased altogether 1 cent a pound loaf. Thirteen other cities were reported to have advanced prices during this period from 0.3 to 0.9 cent. They were: Richmond, Va., and Butte, Mont., 0.3 cent; Louisville, Ky., 0.4 cent; Bridgeport, Conn., Indianapolis, Ind., and Los Angeles, Calif., 0.5 cent; New Haven, Conn., and Jackson, Miss., 0.6 cent; Houston, Tex., 0.7 cent; Philadelphia, Pa., and Kansas City, Mo., 0.8 cent; Norfolk, Va., and Washington, D. C., 0.9 cent. Any other changes up or down during this 6-week period were no more than the usual slight variations.

WHILE the general average price of white bread in November was about 2½ percent higher than in October, estimated average ingredient costs in November were about 4 percent lower than in October, due almost entirely to a drop in flour costs. These estimates are based on a theoretical formula, prepared by the Bureau of Agricultural Economics, which is believed to represent the ingredients going into a typical loaf. In November 1934 ingredient costs averaged 3 cents a loaf, or 0.42 cent less than in the past November, while retail prices averaged 8.35 cents as against 8.5 cents in November 1935.

RYE bread continued on November 19 to be quoted at 9.1 cents, the same as for November 5. Whole-wheat bread likewise held steady at 9.5 cents a pound loaf.

Cereal Products

NO CHANGE in the price of flour was recorded between November 5 and November 19, the price remaining at 5.4 cents a pound. Macaroni likewise failed to make any change, being quoted at 15.5 cents a pound. Wheat cereal, however, advanced 0.1 cent per 28-ounce package which amounts to a 0.4 percent increase for the 2-week period.

ONE OF the major changes in the prices received by producers between October 15 and November 15 was a decline of about 8 percent in the farm price of wheat. This decline is attributed to somewhat more favorable crop reports from Argentina together with dullness in the world demand and the uncertainty as to the disposal of the wheat surplus in Canada which occupies a dominant position in the world wheat market this year.

PRICES of all classes and grades of wheat at six markets reached their high point for the current season during the week of October 12. During the next 5 weeks the price tended downward, reaching a low point during the week of November 16. Since the middle of November prices have advanced about 3 percent from the low point at the middle of the month.

WHEAT stocks in the United States are considerably below those of a year ago, and reports continue to confirm the generally poor quality of the 1935 crop. Inspections of hard spring wheat up to mid-October showed only 23 percent grading No. 2 or better, compared with 83 percent last year. Only about 17 percent of the Durum graded No. 2, as compared with 97 percent last year. Of the hard red winter wheat inspections, indications pointed to about 58 percent grading No. 2 or better as compared with 81 percent last year.

Average Retail Prices, November 19, 1935 (cents)

Markets	Flour (lb.)	Macaroni (lb.)	Wheat cereal (28-oz. pkg.)
United States	5.4	15.5	24.3
New England:			
Boston	5.1	15.1	24.1
Bridgeport	6.0	17.3	25.1
Fall River	5.4	16.6	23.2
Manchester	5.6	17.6	26.3
New Haven	5.9	16.0	23.9
Portland, Maine	5.3	17.8	24.1
Providence	5.5	14.8	23.1
Middle Atlantic:			
Buffalo	5.6	16.9	24.4
Newark	5.6	16.0	23.4
New York	5.9	16.8	24.2
Philadelphia	5.3	16.4	25.1
Pittsburgh	5.0	15.8	23.5
Rochester	5.8	15.5	23.1
Scranton	5.5	17.0	24.3
East North-Central:			
Chicago	5.6	13.3	26.2
Cincinnati	5.1	15.2	23.2
Cleveland	5.4	16.4	22.7
Columbus	4.6	16.7	22.7
Detroit	5.3	14.7	23.9
Indianapolis	4.9	15.2	25.8
Milwaukee	5.3	14.0	24.4
Peoria	5.6	13.0	26.6
Springfield, Ill	6.0	12.3	27.3
West North-Central:			
Cedar Rapids	5.2	14.5	21.8
Kansas City	5.1	16.5	23.5
Minneapolis	5.4	13.8	22.1
Omaha	5.0	19.5	24.4
St. Louis	5.6	15.5	25.8
St. Paul	5.4	14.1	23.5
Wichita	4.8	13.0	24.2
South Atlantic:			
Atlanta	5.8	17.2	25.9
Baltimore	5.4	15.6	23.4
Charleston, S. C	5.9	15.4	24.9
Columbia, S. C	5.2	18.1	27.9
Jacksonville	5.9	14.9	26.2
Norfolk	5.4	15.6	25.2
Richmond	5.4	15.6	24.1
Savannah	5.7	16.5	25.1
Washington, D. C	5.9	15.6	23.9
Winston-Salem	5.5	21.5	29.4
East South-Central:			
Birmingham	5.1	13.4	25.6
Jackson, Miss	5.2	16.2	29.1
Knoxville	5.2	12.6	28.8
Louisville	5.4	13.2	25.9
Memphis	6.0	14.2	25.4
Mobile	5.1	16.9	25.5
West South-Central:			
Dallas	5.5	17.1	26.0
Houston	4.9	13.0	22.9
Little Rock	4.9	15.8	30.2
New Orleans	6.2	9.7	24.1
Oklahoma City	5.8	12.7	29.4
Mountain:			
Albuquerque	5.9	18.8	25.1
Butte	5.3	15.9	25.3
Denver	4.5	16.4	23.8
Salt Lake City	3.9	17.9	25.6
Pacific:			
Los Angeles	4.6	15.1	23.8
Portland, Oreg	4.8	16.7	24.9
San Francisco	5.0	15.8	23.7
Seattle	5.1	17.3	26.0

Beef

BEEF PRICES continued during the 2 weeks ending November 19 the decrease which started 2 months earlier. In these 2 weeks round steak declined 1.7 percent, chuck roast 0.8 percent, and rib roast 0.3 percent.

NATIONAL average prices now reported by the Bureau of Labor Statistics are not exactly comparable with those reported on September 10, but comparisons of November 19 prices with those of October 8—which are comparable—show prices dropped between these dates about 2 cents a pound in the case of sirloin and round steaks, about 1 cent in rib and chuck roast.

THIS downward movement is partly seasonal. Wholesale prices of beef steers at Chicago declined throughout the first half of November reaching their low point about the 16th. Since then prices have tended upward somewhat. A heavy movement of stock and feeder cattle through large scale auction markets in the western Corn Belt and also direct to feed lots not going through any market during October was reported. A considerable increase is in prospect in cattle feeding during the coming winter and spring both in the Corn Belt and in most other feeding areas.

FARM prices declined about 3 percent between October 15 and November 15. This decrease was mostly a seasonal movement. However, heavier marketings of low-grade cattle were probably responsible for a good part of this decline in the farm price.

NO considerable reduction in prices of beef can be expected during the coming winter as a result of the increased supplies of fed cattle as a continuing short supply of hogs and reduced supplies of other meat animals is expected to prevent any considerable decline in the general level of cattle prices from that now prevailing. By the late summer of 1936, however, relief from high meat prices should appear.

Average Retail Prices, November 19, 1935 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	34.4	30.5	23.8
New England:			
Boston	37.1	32.9	27.3
Bridgeport	37.8	33.7	26.2
Fall River	39.7	31.9	24.6
Manchester	40.1	29.3	25.9
New Haven	41.0	34.1	27.1
Portland, Maine	37.4	30.6	22.3
Providence	37.3	34.2	26.7
Middle Atlantic:			
Buffalo	30.9	27.0	22.1
Newark	39.4	31.8	24.0
New York	38.1	33.8	24.9
Philadelphia	37.5	35.7	26.2
Pittsburgh	32.6	27.7	21.6
Rochester	31.7	26.4	22.2
Scranton	33.3	32.6	26.7
East North-Central:			
Chicago	34.5	32.2	26.4
Cincinnati	38.3	31.3	24.3
Cleveland	30.4	29.0	24.0
Columbus	35.7	29.8	24.4
Detroit	33.8	29.2	25.1
Indianapolis	34.3	27.6	22.8
Milwaukee	32.1	27.5	23.8
Peoria	31.9	26.5	21.3
Springfield, Ill	32.9	25.3	21.3
West North-Central:			
Cedar Rapids	26.5	18.1	18.3
Kansas City	31.0	28.2	20.6
Minneapolis	31.3	28.3	22.9
Omaha	31.3	24.6	20.5
St. Louis	35.4	26.5	22.6
St. Paul	31.0	27.4	22.7
Wichita	28.6	21.3	17.3
South Atlantic:			
Atlanta	37.7	30.3	24.1
Baltimore	29.7	28.0	21.3
Charleston, S. C	31.4	26.4	19.5
Columbia, S. C	29.2	22.0	19.5
Jacksonville	31.1	28.1	21.4
Norfolk	33.2	30.4	21.9
Richmond	34.5	28.2	21.0
Savannah	27.6	25.6	19.1
Washington, D. C	36.0	30.4	22.9
Winston-Salem	32.2	25.6	21.8
East South-Central:			
Birmingham	31.9	23.7	19.1
Jackson, Miss	32.0	23.1	16.2
Knoxville	31.2	26.7	21.1
Louisville	33.0	26.5	21.2
Memphis	34.3	21.8	16.9
Mobile	28.4	21.6	16.7
West South-Central:			
Dallas	37.3	30.0	22.2
Houston	33.1	27.9	19.5
Little Rock	29.9	23.9	18.3
New Orleans	32.1	29.1	18.7
Oklahoma City	30.5	19.4	17.3
Mountain:			
Albuquerque	34.8	28.3	22.0
Butte	23.1	21.2	16.7
Denver	30.0	24.4	20.5
Salt Lake City	28.3	25.4	19.8
Pacific:			
Los Angeles	31.4	26.0	19.2
Portland, Oreg	23.6	21.1	16.4
San Francisco	31.2	27.9	18.2
Seattle	28.4	25.2	18.2

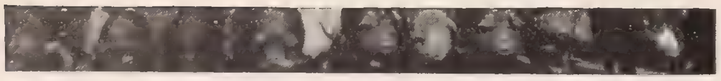
Pork Products

AFTER a decline of nearly 14 percent during the 2 weeks ending November 5 the retail price of pork chops came back 7.2 percent by November 19. The retail price of lard continued downward, declining 4.3 percent between November 5 and 19, whole smoked ham registered a further decline of 0.9 percent.

THESE declines in retail prices were accompanied by similar decreases in the wholesale price of packer and shipper hogs at Chicago during the first part of November. Farm prices on November 15 dropped sharply from the month previous as a result of larger than usual increases in the marketings of hogs.

NUMBER of hogs slaughtered at 8 primary markets increased in the 4 weeks ending November 16, 53 percent over the 4 weeks ending October 19—more than 3 times larger than the average seasonal increase during the same months from 1930 to 1934. Since November 9 wholesale prices of hogs at Chicago have increased about 5 percent, which may mean that the seasonal low point in hog prices has been passed. Because of the relatively large proportion of winter slaughter that will take place after January 1, the seasonal advance in prices is likely to be small and may not occur.

WHOLESALE prices of pork loins reached a low point during the week of November 2, then advanced through the week of November 23, and have since declined slightly. The wholesale price of smoked hams remained the same during the whole of November except for the last week when some increase was reported. Refined lard at wholesale continued to sell at prices under those of any month since last February. Fluctuations in wholesale bacon prices have been very small for several months. Some increase was noted during the week ended November 30.



Average Retail Prices, November 19, 1935 (cents)

Markets	Chops (lb.)	Lard (lb.)	Whole smoked ham (lb.)
United States	35.8	20.1	32.9
New England:			
Boston	35.3	17.9	33.6
Bridgeport	37.8	19.5	31.9
Fall River	34.9	18.5	34.8
Manchester	33.9	18.0	34.8
New Haven	38.1	20.0	33.8
Portland, Maine	32.9	18.5	32.2
Providence	35.3	17.6	32.3
Middle Atlantic:			
Buffalo	37.1	18.5	31.4
Newark	38.6	19.6	32.8
New York	37.3	20.8	33.8
Philadelphia	37.5	20.3	32.7
Pittsburgh	37.5	20.9	31.7
Rochester	35.3	19.0	31.7
Scranton	39.1	21.4	31.2
East North-Central:			
Chicago	36.5	20.4	33.2
Cincinnati	37.2	20.1	31.7
Cleveland	33.5	21.7	32.4
Columbus	38.2	19.9	33.8
Detroit	37.5	19.7	34.8
Indianapolis	33.7	20.3	30.8
Milwaukee	34.5	18.8	31.6
Peoria	34.4	21.1	31.7
Springfield, Ill	33.3	20.5	33.4
West North-Central:			
Cedar Rapids	29.8	20.0	33.4
Kansas City	34.3	20.0	35.0
Minneapolis	33.8	18.7	31.8
Omaha	32.0	20.0	31.0
St. Louis	36.1	19.1	33.1
St. Paul	32.5	18.8	30.3
Wichita	30.7	19.0	29.4
South Atlantic:			
Atlanta	34.3	21.0	30.1
Baltimore	34.7	18.7	33.3
Charleston, S. C	31.8	22.8	32.4
Columbia, S. C	32.2	18.6	30.7
Jacksonville	33.2	22.2	32.5
Norfolk	32.6	20.5	33.2
Richmond	35.1	19.0	33.7
Savannah	30.9	22.0	31.1
Washington, D. C	36.9	18.8	32.8
Winston-Salem	31.7	23.2	33.0
East South-Central:			
Birmingham	30.0	18.8	32.8
Jackson, Miss	31.8	22.0	32.8
Knoxville	30.9	20.0	32.4
Louisville	33.3	20.4	29.2
Memphis	33.4	19.9	28.8
Mobile	30.6	21.2	30.4
West South-Central:			
Dallas	32.8	23.4	33.1
Houston	33.6	20.8	31.1
Little Rock	32.2	22.3	32.2
New Orleans	35.4	19.9	32.5
Oklahoma City	32.1	20.8	32.1
Mountain:			
Albuquerque	32.8	23.2	33.3
Butte	31.1	23.0	33.8
Denver	34.1	21.2	32.5
Salt Lake City	36.1	24.7	34.7
Pacific:			
Los Angeles	40.0	21.8	33.6
Portland, Oreg	32.1	21.1	33.9
San Francisco	38.8	22.0	36.6
Seattle	34.1	22.2	35.2

Average Retail Prices, November 19, 1935 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States	28.0	12.9	21.6
New England:			
Boston	27.1	13.9	18.1
Bridgeport	28.7	11.0	22.0
Fall River	27.1	10.3	20.5
Manchester	27.9	15.1	21.9
New Haven	28.4	12.0	22.8
Portland, Maine	26.7	14.5	19.8
Providence	27.5	11.6	21.4
Middle Atlantic:			
Buffalo	26.2	14.3	23.7
Newark	27.6	15.3	23.9
New York	28.3	13.0	20.7
Philadelphia	28.8	9.9	19.5
Pittsburgh	28.6	14.9	23.1
Rochester	26.5	14.2	22.5
Scranton	30.0	13.7	25.6
East North-Central:			
Chicago	28.8	12.8	24.6
Cincinnati	32.2	17.6	26.7
Cleveland	28.3	13.9	25.7
Columbus	31.5	17.1	27.0
Detroit	29.6	15.8	26.6
Indianapolis	31.2	14.4	22.8
Milwaukee	28.2	12.9	23.2
Peoria	29.2	13.1	23.6
Springfield, Ill	27.7	14.5	21.6
West North-Central:			
Cedar Rapids	22.8	13.0	19.7
Kansas City	26.9	16.6	22.5
Minneapolis	26.4	11.3	22.5
Omaha	25.1	10.0	19.6
St. Louis	27.4	16.0	21.7
St. Paul	25.1	12.0	22.0
Wichita	26.5	11.3	19.9
South Atlantic:			
Atlanta	26.3	14.5	19.5
Baltimore	27.3	15.6	22.5
Charleston, S. C	29.0	14.2	21.2
Columbia, S. C	—	—	—
Jacksonville	26.9	13.5	20.7
Norfolk	26.6	11.6	19.6
Richmond	29.0	15.6	24.5
Savannah	26.8	13.2	21.6
Washington, D. C	27.9	13.3	22.5
Winston-Salem	33.0	13.3	25.5
East South-Central:			
Birmingham	31.5	15.0	15.7
Jackson, Miss	25.4	15.1	17.0
Knoxville	29.8	13.3	25.2
Louisville	30.6	17.3	23.7
Memphis	27.3	14.9	17.6
Mobile	29.7	14.4	19.7
West South-Central:			
Dallas	28.8	13.0	18.7
Houston	29.8	12.9	18.0
Little Rock	27.2	13.7	17.6
New Orleans	27.8	13.5	17.0
Oklahoma City	29.2	15.0	20.4
Mountain:			
Albuquerque	27.7	13.7	21.3
Butte	24.8	10.2	19.2
Denver	25.4	13.0	21.2
Salt Lake City	26.5	12.1	19.9
Pacific:			
Los Angeles	27.1	11.4	20.3
Portland, Oreg	22.6	11.6	19.4
San Francisco	28.4	11.0	19.0
Seattle	26.6	12.6	21.6

Lamb

RETAIL prices of all lamb cuts advanced during the 2 weeks from November 5 to 19. Leg of lamb increased most, showing a rise of 4.5 percent, breast increased 3.2 percent, while square chuck made a 0.9 percent advance over the previous 2 weeks.

FARM PRICES rose slightly between October 15 and November 15. The reported rise amounted to about 1 percent.

INFORMATION available about November 1 indicated that the decrease in lamb feeding this year from last might be smaller than seemed probable a month earlier. There was a relatively heavy movement of feeder lambs into feed lots in Colorado and other western States in October and at the beginning of November it looked as if lamb feeding in the western States would be on about as large a scale this year as last. The principal decrease in feeding of western lambs this year is expected to be in farm feeding in Iowa, wheat-field feeding in Kansas and Oklahoma, and feeding generally at commercial feed lots in the Corn Belt. In addition there will probably be some decrease in the number of native lambs fed in the eastern Corn Belt. In general, feeder lambs have been heavier and in better condition this year than for several years and will require a shorter feeding period than last year.

Poultry and Eggs

CONTINUED short supplies of poultry meat are probably responsible for a further increase of 0.3 percent in the retail price of hens during the 2 weeks ending November 19. While the retail price of eggs on November 19 was 1 cent per dozen lower than on November 5 the average price for the month as a whole was nearly 1 percent higher than for October. This is somewhat less than the increase which usually takes place in egg prices at this season of the year, due probably to a much larger volume of fresh eggs reaching the market. Egg prices generally reach their peak in November and then decline until April.

ACCORDING to current reports on egg production it is expected that the number of eggs available during the remainder of this year and most of 1936 will be considerably higher than during the preceding year.

TOTAL production of eggs by farm flocks in November was about 10 percent in excess of the production on November 1 last year and slightly in excess of the November 5-year average. The farm price of eggs advanced about 8 percent between October 15 and November 15, while the farm price of hens increased about 1 percent during this same period.

SHORTAGE of hens in the west and central area and the tendency to retain hens for layers this winter are probably responsible for the increased prices of fowls.

Average Retail Prices, November 19, 1935 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States	30.9	44.2
New England:		
Boston	30.3	52.0
Bridgeport	32.8	58.8
Fall River	29.6	50.3
Manchester	32.1	47.7
New Haven	32.8	50.6
Portland, Maine	29.9	47.4
Providence	30.5	50.0
Middle Atlantic:		
Buffalo	31.0	43.9
Newark	31.8	53.6
New York	32.8	50.3
Philadelphia	31.6	46.0
Pittsburgh	30.2	44.7
Rochester	30.3	45.0
Scranton	33.4	45.2
East North-Central:		
Chicago	31.9	39.9
Cincinnati	28.1	42.0
Cleveland	31.9	41.8
Columbus	29.2	38.9
Detroit	32.3	38.0
Indianapolis	28.9	38.6
Milwaukee	25.2	35.5
Peoria	28.2	38.5
Springfield, Ill	26.3	38.2
West North-Central:		
Cedar Rapids	23.9	34.3
Kansas City	27.6	36.9
Minneapolis	28.0	37.5
Omaha	26.1	35.5
St. Louis	27.2	37.1
St. Paul	27.4	38.0
Wichita	27.2	32.9
South Atlantic:		
Atlanta	26.6	38.5
Baltimore	32.4	42.9
Charleston, S. C	26.8	39.1
Columbia, S. C	25.5	41.1
Jacksonville	29.1	43.3
Norfolk	29.3	42.6
Richmond	29.6	41.2
Savannah	24.9	35.9
Washington, D. C	33.4	48.4
Winston-Salem	29.0	43.4
East South-Central:		
Birmingham	23.8	32.9
Jackson, Miss	23.2	36.9
Knoxville	25.8	37.3
Louisville	29.0	40.3
Memphis	25.0	31.5
Mobile	24.3	34.0
West South-Central:		
Dallas	28.3	33.9
Houston	31.3	35.0
Little Rock	23.6	34.7
New Orleans	27.3	35.3
Oklahoma City	23.5	33.8
Mountain:		
Albuquerque	25.2	46.4
Butte	25.0	44.9
Denver	28.6	43.5
Salt Lake City	29.9	39.9
Pacific:		
Los Angeles	35.7	40.6
Portland, Oreg	27.4	37.3
San Francisco	35.1	40.5
Seattle	29.5	39.4

Average Retail Prices, November 19, 1935 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States	2.3	3.9	2.7
New England:			
Boston	2.4	3.9	2.6
Bridgeport	2.4	3.9	3.1
Fall River	2.1	4.3	2.9
Manchester	2.3	4.2	2.7
New Haven	2.6	4.5	2.6
Portland, Maine	2.1	4.1	2.4
Providence	2.3	3.7	2.4
Middle Atlantic:			
Buffalo	1.9	4.1	1.5
Newark	2.7	4.3	2.9
New York	2.7	4.5	3.2
Philadelphia	2.4	3.8	2.7
Pittsburgh	1.9	3.8	1.9
Rochester	1.7	3.5	1.6
Scranton	2.1	3.5	2.2
East North-Central:			
Chicago	2.1	3.5	2.5
Cincinnati	2.2	4.8	2.6
Cleveland	1.7	3.5	2.0
Columbus	1.7	4.3	2.2
Detroit	1.6	3.2	2.0
Indianapolis	1.6	4.1	2.4
Milwaukee	1.5	3.1	2.1
Peoria	1.9	4.4	2.8
Springfield, Ill	1.9	4.1	2.5
West North-Central:			
Cedar Rapids	1.8	3.5	2.3
Kansas City	2.2	4.5	2.5
Minneapolis	2.2	3.1	2.5
Omaha	1.9	4.3	3.0
St. Louis	2.3	4.0	2.7
St. Paul	1.7	3.1	2.6
Wichita	2.0	3.8	2.5
South Atlantic:			
Atlanta	2.5	4.4	2.8
Baltimore	2.2	4.0	2.9
Charleston, S. C	2.7	4.9	3.3
Columbia, S. C	2.9	6.4	2.8
Jacksonville	2.4	4.3	2.8
Norfolk	2.6	4.7	3.3
Richmond	2.6	4.7	3.2
Savannah	2.3	4.4	3.2
Washington, D. C	2.6	4.3	3.4
Winston-Salem	2.6	5.7	2.6
East South-Central:			
Birmingham	2.6	4.4	2.7
Jackson, Miss	2.9	4.9	3.6
Knoxville	2.2	5.2	2.2
Louisville	2.3	3.9	2.5
Memphis	2.4	4.3	2.4
Mobile	2.4	3.5	3.5
West South-Central:			
Dallas	3.2	4.9	3.6
Houston	2.9	4.1	2.9
Little Rock	2.3	4.0	2.8
New Orleans	2.6	3.9	3.7
Oklahoma City	2.0	5.0	2.6
Mountain:			
Albuquerque	1.8	4.1	2.2
Butte	1.9	3.8	3.9
Denver	2.1	3.2	2.3
Salt Lake City	1.9	2.6	2.3
Pacific:			
Los Angeles	2.9	3.6	2.9
Portland, Oreg	2.6	3.2	3.4
San Francisco	2.7	3.5	6.3
Seattle	3.1	3.3	3.7

Vegetables
(fresh)

PRICES of most fresh vegetables tend to move upward at this season of the year. This was the case during the 2 weeks between November 5 and 19, and prices advanced on all vegetables included in Bureau of Labor Statistics report. Price increases in these groups were responsible to a considerable extent for the rise in the index of all retail food costs. The outstanding change in prices took place in the case of potatoes.

POTATOES advanced 21.1 percent in price during the 2 weeks. This is contrary to the usual movement of potato prices during November which would normally show some decline. The increase in potato prices was general throughout the country and is attributed largely to the sharp reduction in crops during October which amounted to about 3 percent. In the 30 late States the prospective production amounted to a little over 11,500,000 bushels. The reduction occurred as a result of heavy freezes during October which caught many undug potatoes. During the latter part of the month heavy rains followed by low temperatures were responsible for further reductions in prospects. No AAA program was in effect, so the price increase has nothing to do with control programs. Present potato price is about 10 percent higher than the price in June of this year.

ONIONS advanced 2.6 percent in price which is to be expected at this season of the year. While the total supply of onions for the United States is somewhat above last year and above average supply, the keeping quality is reported to be poor, which will mean more than usual losses in storage.

CABBAGE prices advanced 3.8 percent during the 2 weeks, making a rise of about 8 percent for the month of November over that of October. Normally the price of cabbage declines between October and November. The supply of cabbage for the 1935-36 season is plentiful, but the delay of the southern crop has resulted in some price advance in the principal markets for late cabbage. The fall cabbage crop in South Carolina has started to market with three to five cars daily. Some new cabbage is showing up from Florida, the movement of which started about December 1.

Vegetables (fresh)

LETTUCE at retail advanced 0.1 percent a head between November 5 and November 19. Preliminary estimates of the early acreage of lettuce for the three early crop States (California, Arizona, and Florida) show an increase of 10 percent above the 1935 acreage but 27 percent below the 5-year average. Condition of the crop is reported below average in California but slightly above average in Florida. Reports from the Imperial Valley indicate that some early plantings will be available for harvest about the middle of December but the early acreage is light and the 1935 movement will not be heavy. As usual the acreage in this section will be in its heaviest production during the middle of January and the month of February. Cold weather in other sections of California has retarded shipments.

LOWER temperatures during November in Texas and Florida have apparently been beneficial to the spinach crop in these sections. On the other hand these same conditions have retarded other crops in this section and movements of eggplant, peppers, and tomatoes will probably be delayed. In the southern part of Florida where the hurricane damage was severe, growers are replanting their crops of beans, peppers, and tomatoes. The average cost to consumers of a pound of spinach increased from 6.1 to 6.3 cents a pound in the 2 weeks between November 5 and 19.

CARROTS advanced 0.2 cent a bunch. The fall crop of carrots in California is expected to be more than one-fifth larger than the crop last fall and two-thirds larger than the average production for the preceding five fall crops. The condition of the crop in Texas is reported to be considerably better than last year but somewhat below the average. Prices should reflect these favorable conditions shortly.

Average Retail Prices, November 19, 1935 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States	9.3	6.3	5.0
New England:			
Boston	10.9	5.5	5.3
Bridgeport	11.3	7.0	6.1
Fall River	10.6	8.0	5.5
Manchester	12.2	6.5	5.4
New Haven	10.8	6.6	5.0
Portland, Maine	11.3	5.7	5.4
Providence	11.4	6.3	5.8
Middle Atlantic:			
Buffalo	9.9	4.0	3.0
Newark	11.7	6.1	5.4
New York	11.1	7.4	5.9
Philadelphia	10.1	5.9	4.9
Pittsburgh	10.8	6.5	4.8
Rochester	10.6	5.7	3.2
Scranton	11.4	7.7	3.9
East North-Central:			
Chicago	9.5	7.8	5.1
Cincinnati	10.7	5.7	4.6
Cleveland	12.0	7.0	4.2
Columbus	11.6	9.1	5.3
Detroit	9.9	5.5	5.3
Indianapolis	8.8	5.4	4.5
Milwaukee	9.6	8.0	4.2
Peoria	8.6	6.4	6.8
Springfield, Ill	9.3	6.7	6.5
West North-Central:			
Cedar Rapids	8.7	10.4	5.8
Kansas City	9.6	5.0	5.9
Minneapolis	10.0	8.2	6.1
Omaha	9.4	8.7	5.4
St. Louis	8.6	5.0	5.4
St. Paul	10.4	7.7	6.1
Wichita	9.0	8.2	6.2
South Atlantic:			
Atlanta	8.7	7.8	7.0
Baltimore	10.6	6.7	7.3
Charleston, S. C	9.9	10.8	7.1
Columbia, S. C	9.8	11.3	10.0
Jacksonville	9.9	11.1	7.0
Norfolk	10.0	4.7	5.9
Richmond	10.2	7.4	7.3
Savannah	9.8	10.1	8.9
Washington, D. C	10.4	5.1	7.6
Winston-Salem	11.3	10.2	11.0
East South-Central:			
Birmingham	9.4	9.0	7.7
Jackson, Miss	6.3	8.0	6.9
Knoxville	6.5	11.5	7.8
Louisville	9.4	5.8	5.2
Memphis	6.5	5.2	5.1
Mobile	9.2	7.2	5.2
West South-Central:			
Dallas	7.2	11.4	6.6
Houston	6.2	10.5	6.1
Little Rock	6.0	6.2	5.6
New Orleans	8.3	6.3	4.0
Oklahoma City	7.6	5.8	5.2
Mountain:			
Albuquerque	6.4	7.6	3.4
Butte	10.6	12.5	5.9
Denver	8.9	7.0	3.4
Salt Lake City	8.2	9.7	2.9
Pacific:			
Los Angeles	6.7	3.5	3.4
Portland, Oreg	9.6	8.0	4.5
San Francisco	4.8	5.2	2.6
Seattle	7.9	7.0	3.1

Average Retail Prices, November 19, 1935 (cents)

Markets	Apples (lb.)	Bananas (doz., lb.*)	Oranges (doz.)
United States	4.8	*7.0	33.9
New England:			
Boston	5.0	*6.7	34.3
Bridgeport	4.2	*6.7	37.2
Fall River	5.6	*7.0	31.2
Manchester	3.7	*7.2	37.1
New Haven	4.8	23.5	35.5
Portland, Maine	4.1	*7.1	32.5
Providence	4.8	*6.8	35.3
Middle Atlantic:			
Buffalo	4.0	25.2	31.7
Newark	4.9	26.3	36.1
New York	5.4	26.3	39.0
Philadelphia	4.0	22.4	35.4
Pittsburgh	4.6	25.9	37.6
Rochester	2.5	23.8	34.0
Scranton	3.6	21.7	35.0
East North-Central:			
Chicago	5.4	*7.4	35.9
Cincinnati	5.2	*7.1	32.2
Cleveland	5.2	*6.9	33.4
Columbus	3.9	*7.0	35.7
Detroit	4.9	*7.2	35.7
Indianapolis	4.6	*6.8	30.5
Milwaukee	4.6	*6.9	34.2
Peoria	4.7	*7.3	33.1
Springfield, Ill	4.5	*7.1	37.9
West North-Central:			
Cedar Rapids	4.1	*7.6	31.2
Kansas City	4.2	*7.3	39.1
Minneapolis	5.1	*8.0	36.3
Omaha	4.9	*8.2	35.7
St. Louis	5.6	*6.9	32.8
St. Paul	5.7	*8.3	34.6
Wichita	5.6	*8.0	35.5
South Atlantic:			
Atlanta	5.0	22.1	22.8
Baltimore	5.2	20.7	31.0
Charleston, S. C	5.7	23.5	22.4
Columbia, S. C	5.5	*7.3	27.5
Jacksonville	4.9	19.3	21.9
Norfolk	4.3	21.7	33.7
Richmond	4.8	26.3	29.9
Savannah	4.2	23.1	22.0
Washington, D. C	5.6	24.5	34.6
Winston-Salem	4.3	*7.4	29.6
East South-Central:			
Birmingham	3.8	*6.0	26.0
Jackson, Miss	11.6	*5.5	31.8
Knoxville	4.8	*5.4	27.5
Louisville	4.8	*7.2	31.0
Memphis	5.2	*6.5	31.5
Mobile	6.7	14.7	24.4
West South-Central:			
Dallas	—	*6.4	34.0
Houston	—	17.9	35.0
Little Rock	5.6	*6.2	27.0
New Orleans	—	15.1	29.3
Oklahoma City	4.5	*7.6	36.4
Mountain:			
Albuquerque	5.7	*6.3	34.0
Butte	5.4	*9.6	32.0
Denver	4.2	*8.1	30.9
Salt Lake City	4.9	*8.2	27.0
Pacific:			
Los Angeles	6.1	*7.0	14.0
Portland, Oreg	3.7	*7.8	27.3
San Francisco	3.9	23.8	23.0
Seattle	3.9	*7.4	29.1

Fruit

ALL fruit advanced in price during the 2 weeks ending November 19. Bananas made the largest increase with 7.7 percent, apples 4.3 percent, oranges 2.7 percent. This movement in apple prices is to be expected at this season of the year as apple prices tend to decline from the beginning of the harvest of the new crop through October and November when the marketings are heavy, then advance as the out-of-storage movement begins in November and continues to the end of the marketing season.

WHILE the apple crop for 1935-36 is larger than for recent years the quality is such that it is expected that a smaller proportion than usual will be available for consumption as fresh fruit. The farm price advanced almost 7 percent during the month ending November 15, but the price is still considerably lower than at the same time a year ago and approximately 15 percent lower than the 5-year average on November 15.

TREND of orange prices as a general thing is downward until January or February, reaching a low point then when marketings are heavy from both Florida and the California navel crop. The slight rise of 2.7 percent in retail prices during the 2 weeks ending November 19 may have been due in part at least to the holiday season. Crop indications now point to considerably smaller supplies for 1935-36 from both California and Florida and prices may be expected to remain at somewhat higher levels than during the preceding year.

GRAPEFRUIT is now moving in good quantity and quality thus far seems to be good. The total crop, however, is about 12 percent smaller than that harvested last year and prices are apparently reflecting this.

Average Retail Prices, November 19, 1935 (cents)

Markets	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can	Corn #2 can	Peas #2 can	Tomatoes #2 can (#2½*)
United States	19.1	22.6	22.6	11.8	16.4	9.4
New England:						
Boston	19.2	22.9	22.2	13.3	16.7	11.8
Bridgeport	20.5	24.8	23.0	13.3	20.0	12.0
Fall River	19.3	21.8	22.6	11.7	17.6	8.7
Manchester	21.4	24.3	23.9	13.4	16.8	10.9
New Haven	20.1	24.6	23.2	13.9	16.9	11.1
Portland, Maine	20.1	24.7	23.5	12.6	15.9	10.8
Providence	19.2	20.1	22.2	11.7	17.8	8.9
Middle Atlantic:						
Buffalo	20.6	23.6	22.9	12.6	16.2	9.9
Newark	17.4	20.3	20.7	11.2	16.0	9.2
New York	17.3	21.2	21.2	11.9	16.3	9.3
Philadelphia	19.0	22.0	21.0	12.1	16.0	10.1
Pittsburgh	19.4	20.2	23.0	11.9	16.2	9.6
Rochester	20.6	23.6	23.1	12.7	16.5	10.3
Scranton	20.1	22.8	22.5	13.0	16.5	9.7
East North-Central:						
Chicago	21.5	24.9	24.7	11.2	15.0	10.2
Cincinnati	19.6	24.1	23.5	12.4	16.0	11.4
Cleveland	21.3	23.4	24.0	12.5	17.4	9.9
Columbus	21.0	25.8	24.8	11.4	17.1	10.0
Detroit	20.1	23.0	23.4	10.8	17.5	9.2
Indianapolis	19.0	26.0	23.5	10.4	15.8	8.8
Milwaukee	20.5	20.3	24.0	11.3	14.6	10.2
Peoria	23.3	26.0	24.6	13.6	16.9	10.6
Springfield, Ill	23.3	27.8	24.8	13.0	19.2	11.4
West North-Central:						
Cedar Rapids	23.1	24.6	23.6	9.0	16.7	10.2
Kansas City	19.5	23.6	23.2	10.3	15.4	8.9
Minneapolis	21.6	24.0	24.6	10.3	14.8	10.5
Omaha	21.7	24.2	23.8	11.4	16.3	10.0
St. Louis	19.7	23.8	23.2	10.8	17.4	9.1
St. Paul	21.2	22.6	23.7	11.6	15.7	10.3
Wichita	19.2	22.8	22.8	10.8	18.2	8.9
South Atlantic:						
Atlanta	20.5	23.2	24.1	12.0	17.9	8.9
Baltimore	17.7	21.0	20.1	12.6	15.9	8.1
Charleston, S. C	19.5	22.1	22.7	10.5	17.1	8.6
Columbia, S. C	22.0	28.6	23.8	12.0	19.4	8.5
Jacksonville	18.5	23.1	22.3	12.4	16.5	8.3
Norfolk	20.3	23.9	23.9	11.6	15.0	7.9
Richmond	19.0	23.9	23.7	11.9	18.0	7.0
Savannah	20.8	24.4	23.5	11.6	18.1	8.5
Washington, D. C	17.4	22.5	21.4	10.9	15.8	7.8
Winston-Salem	25.3	30.9	27.1	13.1	20.0	10.3
East South-Central:						
Birmingham	19.4	22.3	24.9	11.2	15.3	8.0
Jackson, Miss	23.9	25.5	24.3	12.9	18.9	9.5
Knoxville	19.8	22.2	22.5	10.7	15.4	8.7
Louisville	21.0	24.5	23.4	12.0	16.2	10.1
Memphis	18.9	22.7	22.0	10.6	16.6	8.4
Mobile	17.2	19.8	19.2	11.9	17.7	8.1
West South-Central:						
Dallas	20.8	25.8	24.4	12.2	19.8	9.0
Houston	16.9	21.0	20.5	10.5	16.2	7.4
Little Rock	20.4	23.8	25.0	11.8	16.6	8.6
New Orleans	18.5	24.1	21.8	11.4	19.3	8.9
Oklahoma City	21.0	24.5	23.8	12.2	20.2	9.4
Mountain:						
Albuquerque	23.8	26.6	25.8	12.6	17.0	11.0
Butte	19.4	22.0	24.5	12.9	15.9	10.8
Denver	20.0	22.7	23.3	10.6	16.3	10.1
Salt Lake City	21.5	24.4	24.1	11.3	16.7	*11.1
Pacific:						
Los Angeles	15.5	18.2	19.0	12.5	15.7	*11.8
Portland, Oreg	20.0	21.8	21.9	12.2	17.2	*13.4
San Francisco	16.7	19.3	19.7	12.7	15.9	*12.7
Seattle	20.3	21.2	21.5	13.9	17.1	*13.2

DO YOU BUY COOPERATIVELY?

[Concluded from page 6]

NINTH, don't start operations in ignorance of State and Federal laws affecting operations of cooperatives. Many State laws determine directly or indirectly whether any group may join together to form a cooperative purchasing association, how such a group may be organized and controlled, how it may conduct its business, what rights it may enjoy. Federal laws apply where the business is interstate. Certain exemptions from taxation are provided both in State and Federal laws.

TENTH, don't start operations in ignorance of the informational services provided by State and Federal Governments, by other cooperatives. Learn the history of other cooperative enterprises similar to the proposed new organization. What were their weak points, what special advantages did they have?

FINAL TIP. Write to the Office of Information, Farm Credit Administration for a copy of their bulletin, "Cooperative Purchasing of Farm Supplies", if you are interested in a more complete presentation of this subject.

CONSUMER-FARMER BRIEFS FROM WASHINGTON

[Concluded from page 13]

workers with jobs in automobile factories, have swelled, too, in the last 2 years. For every dollar in the envelop in 1929, there were only 72 cents in 1933. These earnings increased to 82 cents in 1934 and have been averaging 90 cents in the first 10 months of 1935.

AAA

CRUELEST costs of depressions are the toll they take from children's health. A recently released study of 5,400 school children, made by the United States Public Health Service, revealed that children between 6 and 10 years of age in wage-earning families whose standard of living had been lowered during the depression failed by nearly 2 percent to reach normal weight for their age. Malnutrition, inadequate clothing and housing, lack of proper medical care, during formative years when families already on low incomes had to adjust themselves to still lower incomes, were the causes of this deficiency. In 1928 children in these families showed very nearly the same relative weight as other children from families on the same economic level. Five years later, when the depression had pushed down the standard of living of such families, their children had an average weight considerably below the weight of children in families which had remained comfortable.

AAA

"IF PRODUCTION is to meet consumer needs", Dr. Louise Stanley points out in her annual report to the Secretary of Agriculture, "studies of the Bureau of Home Economics are basic in showing what should be produced, qualities demanded in commodities, and materials developed from them, and quantities necessary to supply National needs. Although in the past, consumer use has influenced production, planned production—based on consumer need and forecasts of probable consumer demand—is now suggested as providing a closer fit between production and consumption, with greater return to producers and greater satisfaction to consumers."

AAA

TUBERCULOSIS in cattle is almost wiped out, the Bureau of Animal Industry reports. In 1923 only 17 counties in 4 States could measure up to the Bureau's "modified accredited" standards, which means that by official tuberculin tests the cattle show less than 0.5 percent infection. On November 1, 1935, modified, accredited areas included 2,709 counties, parts of 4 counties, the District of Columbia, 105 towns in Vermont, and 1 municipality in Puerto Rico. Counties so classed now constitute about 88 percent of all the counties in the country.

AAA

ONIONS that make you cry when you cut them are usually grown in hot weather, while the ones you can cut without shedding a tear are apt to be early spring or winter onions. A German chemist distilled more than a ton of onions to get less than a tenth of a pint of the volatile oil that brings tears to the eyes. But the oil is potent! A drop of it will fill several buildings with the typical "tear smell."

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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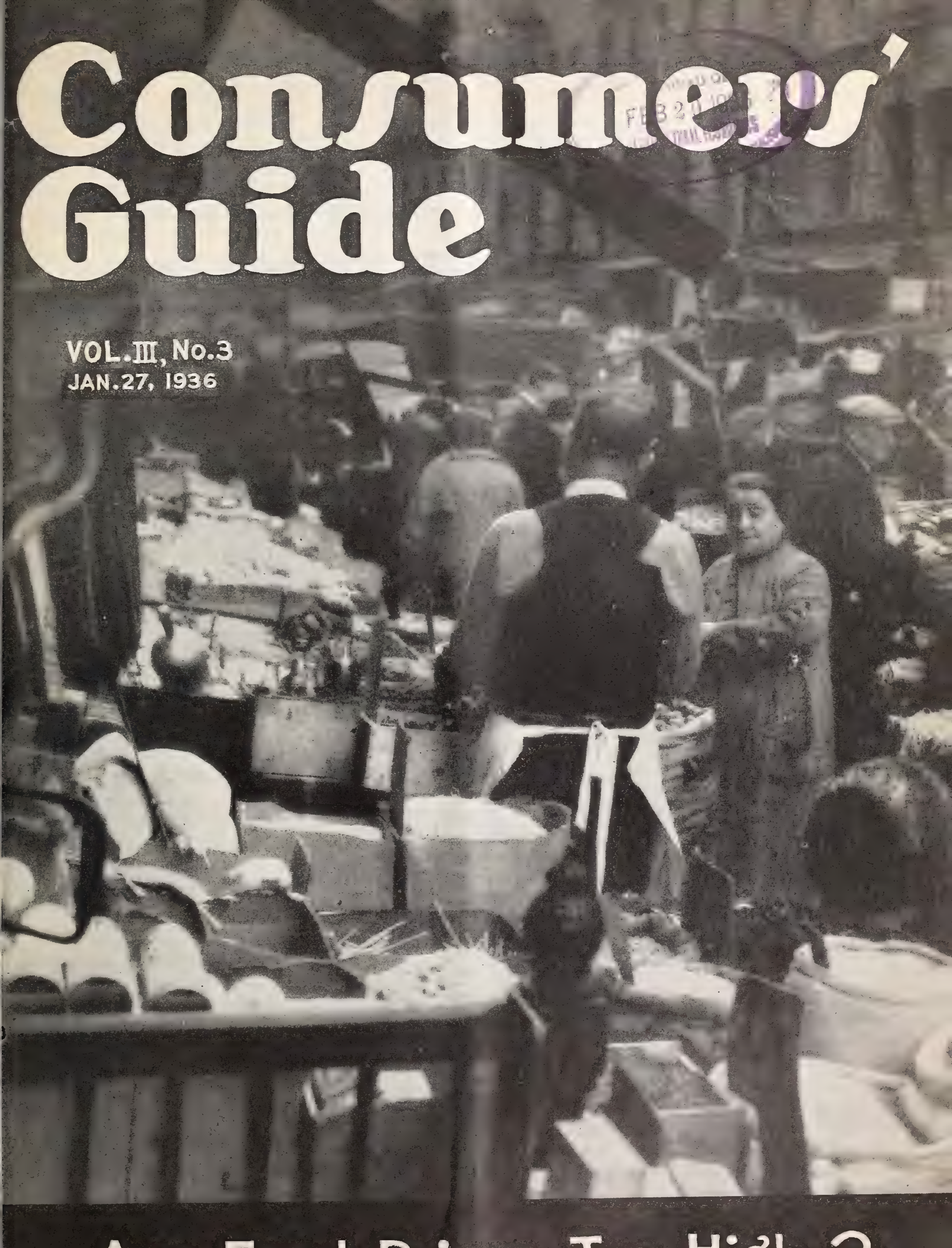


Are Food Prices Too High ?

"For the general welfare, it is important that the products of the Nation's business whether in agriculture, industry, science, or the arts, be fitted to the needs of the consumers. Ill-planned or unplanned production, disregarding or unaware of consumers' actual needs, makes for waste and maldistribution of supplies."

Henry A. Wallace,
Secretary of Agriculture

THE EFFECT of the decisions of the United States Supreme Court of January 6 (United States vs. Butler, known as the "Hoosac Mills Case") and of January 13 (Rickert Mills vs. Collector, known as the "Rice Case"), insofar as consumers are concerned, is discussed in a general way under the topic "Your Food Bill" on page 18.

DECISION in the Hoosac Mills Case brought to an end the production control programs for basic agricultural crops, which had been operating since the passage of the Agricultural Adjustment Act on May 12, 1933, and the processing taxes on wheat, cotton, tobacco, corn and hogs, sugar, peanuts, rice, and rye, put into effect at different times since that date. This decision did not affect marketing agreements or any of the other powers under the Agricultural Adjustment Act which fall under the "commerce clause" of the Constitution and not under the taxing power of Congress.

UNDER the second decision, in the "Rice Case", the 180 million dollars which the Courts enjoined collectors from collecting and ordered paid into Court were required to be returned to processors. It follows that about 50 million dollars of taxes, in addition, not paid on their due date, may not now be collected.

THIRTEEN marketing agreements and 12 licenses are in effect for shippers of such farm products as fruits and vegetables. One of the jobs of the AAA is the revision of such agreements and licenses which were developed before the Agricultural Adjustment Act was amended in August 1935. Programs are also being continued or will be formulated for the diversion of "surplus" farm products—those for which there is an inadequate consumer purchasing power—from normal channels of trade.

TWENTY-EIGHT months ago, when we published the first number of the CONSUMERS' GUIDE, we wrote: "The vanishing purchasing power of the farm population has silenced mills and factories, throwing good men out of work. The man in the street, hungrily looking for food, and the man with the hoe, raising more food than he can sell, are in the same predicament. Neither can buy what the other has to sell. Both suffer. The national recovery program is trying to rescue both.

"WHILE the effect of the attack on low earnings of farmers and city workers will be to increase prices, the goal of the Administration is a balanced relationship between producers and consumers."

FOR more than two and a half years farmers have been cooperating with the AAA in working toward that "balanced relationship." What has been achieved and what remains to be done is epitomized in the leading article in this issue.

THE EMERGENCY situation confronting agriculture in 1933 is past. The purchasing power of farm prices, which had dropped to its post-war low in March 1933, when the prices farmers were receiving then could buy only half as much as in pre-war years, has improved. In December 1935, farm prices had a purchasing power of 87 percent of their pre-war level.

ACHIEVING and maintaining a balanced relationship remains a goal toward which farmers and consumers must work. The choice of a route to that goal is of major importance to both.

DUE to reorganization necessitated by the decisions of the Supreme Court, the release of this issue of the CONSUMERS' GUIDE, which was scheduled for December 30, has been changed to January 27.

Are Food Prices Too High

or are supplies of manufactured goods too small?

Donald E. Montgomery, Consumers' Counsel of the Agricultural Adjustment Administration, marshals some facts in answer and presents a new challenge to consumers.

TO the average consumer fair prices are often prices that are continuously shrinking. A retail price is too high if it happens to be higher right now than it was a short time ago. Contrariwise, many producers think they see their prosperity in constantly rising prices.

THIS CONFLICT between producer and consumer goals doesn't make sense. We know well enough that all producers are consumers, and practically all consumers are also producers. Even if this were not the case, it would be common sense for producers and consumers to come to some understanding with each other and to give up the impossible task of trying to ride the same horse at the same time in diametrically opposite directions. That kind of thing is amusing at the circus, but it doesn't buy groceries and it doesn't promote an abundant supply of commodities.

FIRST essential to arriving at an understanding is that each interest speaks for itself. Having for the most part no means of attacking their conflicting problems together, they can hardly do otherwise than go it alone and make the most of their individual viewpoints. Especially is this true of the consumer whose ways and means of getting himself represented in the deliberative processes of Government, trade groups, and courts of law seem always to lag behind the more highly developed methods of other groups.

AGRICULTURE'S and industry's enlarged scope of collective action which has come to pass in the last few years may lead to a more definite drive among consumer groups to develop a representative mechanism of their own. It is to be hoped that it will. But we all recognize the peculiar difficulties which consumer groups must overcome if they are to approach the trade group or the farm group in effectiveness of action.

BUYING commodities for home consumption is probably the most diverse industry in the world. There is no one objective like the wage rate or the schedule of selling prices upon which intelligent consumer interest can concentrate its efforts. It must become expert in all industries and must learn how to treat with all interests, for the act of consuming stands as the end point of all of them and each of them bears rather directly upon it.

NO office in the Federal Government can handle the whole problem of consumer representation, but governmental representation can aid. A new start along that line was made this year when the President by Executive order set up a new office known as Adviser to the President on Consumer Problems, responsible directly to the Chief Executive, and comprehending within its field of interest all Government activities affecting the consumer. In the final count, however, consumers must learn to speak for themselves, and not only to Government officials but to other economic groups as well.

ARE food prices too high, is a complex question, and the answer to it calls for the consideration of many things. It is both a question of statistics—that is, the measured facts of the past and present—and a question of objectives—that is, our private and public purposes respecting the present and the future. Food prices that are too high for some consumers may not be too high for others; food prices that are low enough for all consumers are probably too low for producers; food prices that are too high for all consumers are obviously too high, also, for producers.

TODAY'S acute interest in the cost of food arises from the fact that food prices have been going up for almost 3 years. In October 1935 food prices were 21 percent higher than in October 1932. During the past year certain food items, notably meat, have increased rather sharply. These spectacular price advances stick in one's mind more acutely than the general level of food costs which in October 1935 were only about 7 percent higher than a year ago.

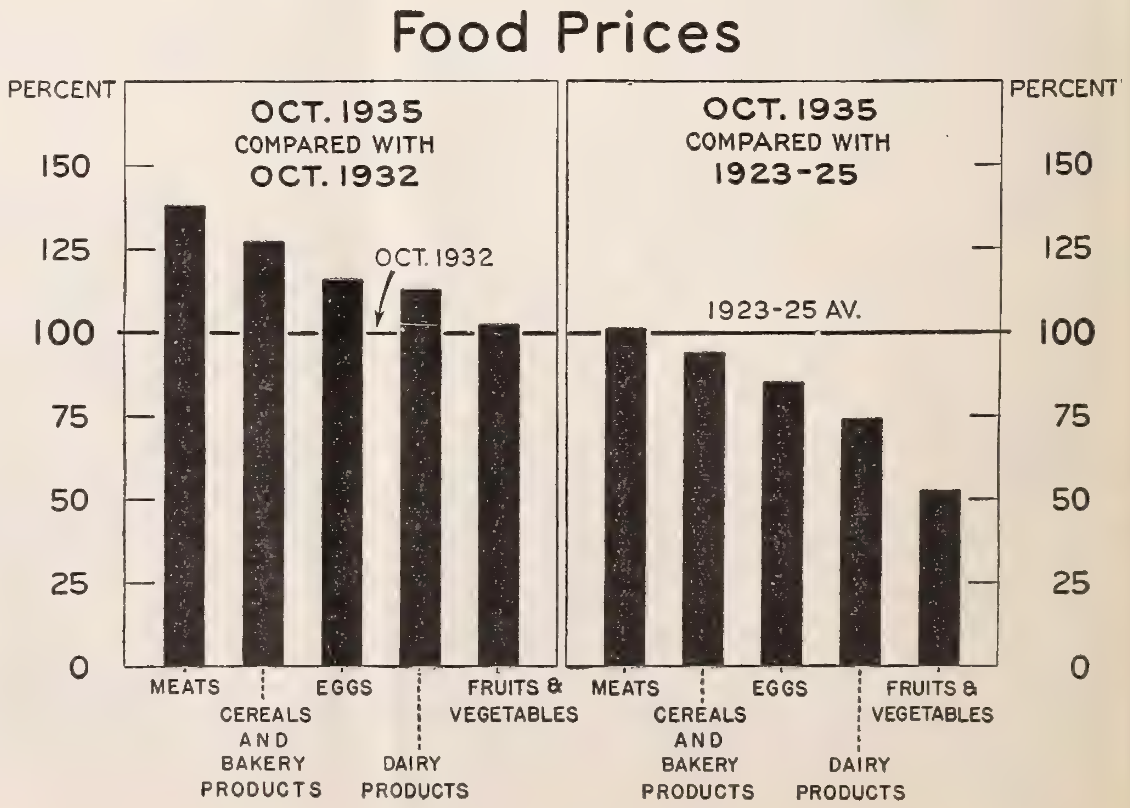
FOOD PRICES are not the only things that have been moving upwards, however. Factory payrolls climbed 70 percent from October 1932 to October 1935. Farmers' cash income, including benefit payments, moved up 90 percent.

MOST of us agree that conditions in October 1932 were not the kind of conditions that any of us would want to continue. Food prices in that month had fallen 34 percent from their 1923-25 level, but factory payrolls had dropped 55 percent, and farmers' cash income was off more than 60 percent.

BETTER perspective on present costs comes from comparing them with a period which we might be more ready to describe as normal. For this purpose the average for the years 1923 to 1925 is taken to represent conditions before the depression, since data are not yet available on the revised food index for the years 1925 to 1929.

RETAIL food prices are now just 20 percent below the 1923-25 average. Factory payrolls are 25 percent below. Farmers' cash income, including benefit payments, is at the same level as factory payrolls.

PAYROLLS in wholesale and retail trade, compared with 1923-25, are slightly higher than factory payrolls and right on a line with retail food prices. Railroad salaries and wages are considerably lower, and coal-mine



payrolls still lower. Wages in public utilities other than railroads have been reported only since 1929, and compared with that year are relatively higher than either factory payrolls or payrolls in wholesale and retail trade.

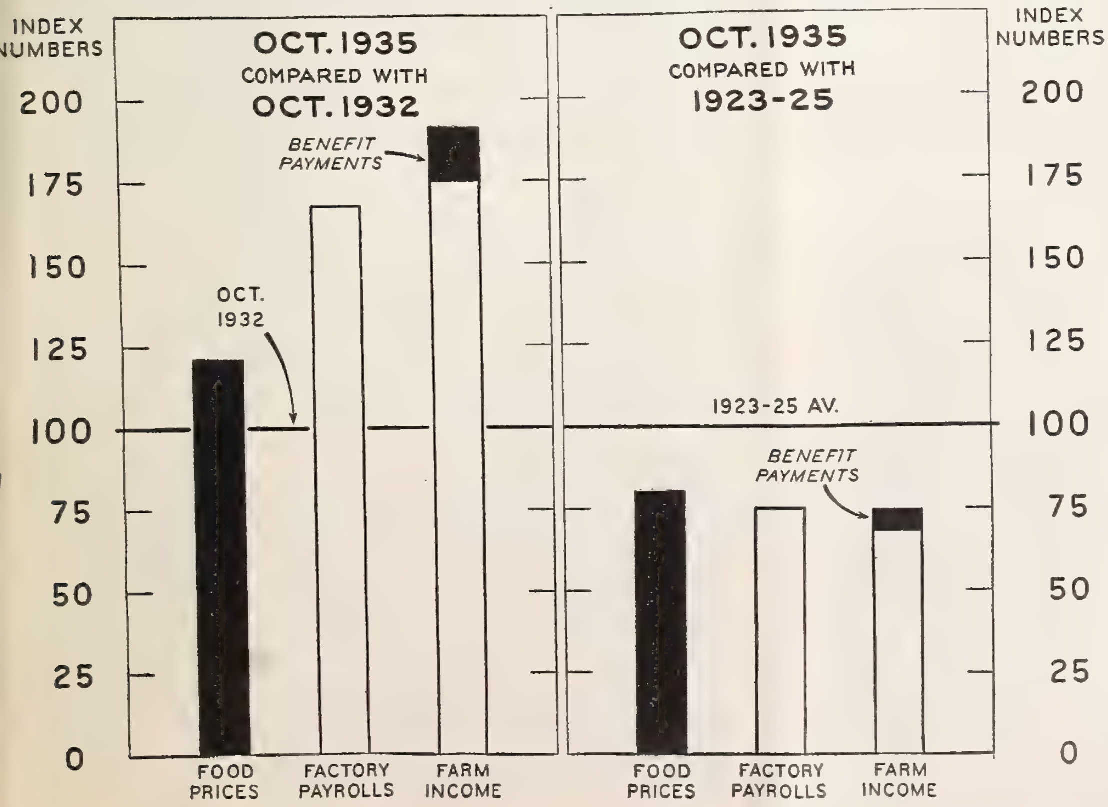
WHILE the average of all food costs is 20 percent below 1923-25, some foods are closer and some are farther away from their predepression level. Meats are 1 percent above 1923-25 costs. Cereals and bakery products are also relatively high, within 6 percent of the 1923-25 average. Eggs are 15 percent below, while dairy products and fruits and vegetables are now selling at prices 26 and 47 percent, respectively, below the prices at which they sold in 1923-25.

FOODS, of course, do not have the only claim to the family purse. Workingmen's families spend about a third of their money on this item and two-thirds on all the other necessities of living. By June 1933, total living costs had fallen about 25 percent from 1923-25, which was much less than the decline (55 percent) in factory payrolls, and the same as the drop in payrolls in wholesale and retail trade. At that time food costs had declined more than any of the six classifications, illustrated on page 7, included in the cost of living index. They were down 35 percent.

FROM June 1933 to July 1935, the latest date for which this index has been reported, the cost of living increased slowly to about 80 percent of the 1923-25 average, or just about 6 points over the 1933 low. Food costs had come up more rapidly than the other five items in the list, but stood in July 1935 at the same level relative to the predepression figure as the cost of living as a whole. The rise in food costs was followed closely by house-furnishing goods (up 16 percent) and by clothing (up 14 percent). Three other items (miscellaneous, fuel and light, and rent), showed resistance to the depression, and with the exception of rent, have continued at a relatively high level.

NOW consider what has happened to the spread between farm prices and retail prices of food commodities. This comparison is based on 10 important foods which constitute a large part of the average American food bill. Figures are not available on all foods. In the "spread" is included the total amount taken for transporting, processing, and marketing of the 10 foods by all those who intervene between the farmer and the consumer.

Food Prices, Factory Payrolls, and Farm Income



TWO things are important to watch in the movement of this spread: One is the actual amount of increase or decrease; the other is the change in the proportion of consumers' dollars going to middlemen. During postwar years and up to the depression, the spread moved along a fairly steady level. The drop in retail values during the depression resulted also in a drop in the margin, and since the upturn of recovery in 1933 the margin, or spread, has been approaching higher levels again. But the decrease in the spread during the depression was relatively less than the decrease in retail values; that is, the proportion of the consumer's dollar which did not go to the farmer, increased as the depression advanced, and since 1932 has been declining. Present spread between retail and farm values is 9 percent less than the 1923-25 average.

THESE, then, are the statistics that bear on the question, "Are food prices too high?" By these measures the cost of food does not appear to be out of line with other factors measuring the extent of recovery. But these measures do not tell the whole story. They do not take into account the serious unemployment problem with which we are still confronted. Furthermore, they do not reflect the fact that when there is a shortage, as in meats at the present time, it is always the low-income families who must do without. They do not answer the question, how to get an adequate diet to millions of people who are not earning enough money to buy the food they need? There is no doubt that the cost of food remains a very serious matter to large numbers in our population.

THIS is not a new situation. It existed also in 1929 when we flattered ourselves that we were enjoying prosperity. It became much worse as the depression advanced, and while it is certainly better now than it was in 1932, the fact that large numbers of people cannot buy enough food stands as a challenge to anyone in private business or in public office who has the slightest concern for the national welfare.

ECONOMISTS of the Bureau of Home Economics have estimated that to have a satisfactory margin of safety over minimum nutritional requirements, a family would have to be able to spend between $120 and $150 per person per year for food, on the basis of prices prevailing the last quarter of 1934. Since a family of four would probably need a total income above $1,500 a year to be able to spend as much as $135 per person for food, we may inquire how many families were below that level.

LOOKING back to 1929 we find that of the 22 million nonfarm families in the United States 7½ million families had less than $1,500 a year to live on. Food prices in 1929 were 35 percent higher than they were in the last quarter of 1934. On $1,500 a year these families presumably could not buy enough food to provide a satisfactory margin of safety above minimum bodily requirements, unless they sacrificed in an unusual degree in what they spent for other necessities. One-third of all nonfarm families had less income than they needed to buy the diet they need; and that was in the prosperity year of 1929.

OBVIOUSLY this is a broad approximation based upon what we can find out about how people spend their money, how much food they get, and how many families there are at different levels of income. But the exact figure is not the point; the point is that there were large numbers of people in 1929 who did not have sufficient income to buy the food they needed.

IS THE SOLUTION of this grave problem to beat down present food prices, or is it to build up employment and income so that consumers have enough money with which to buy the food they need? That is the real heart of the problem.

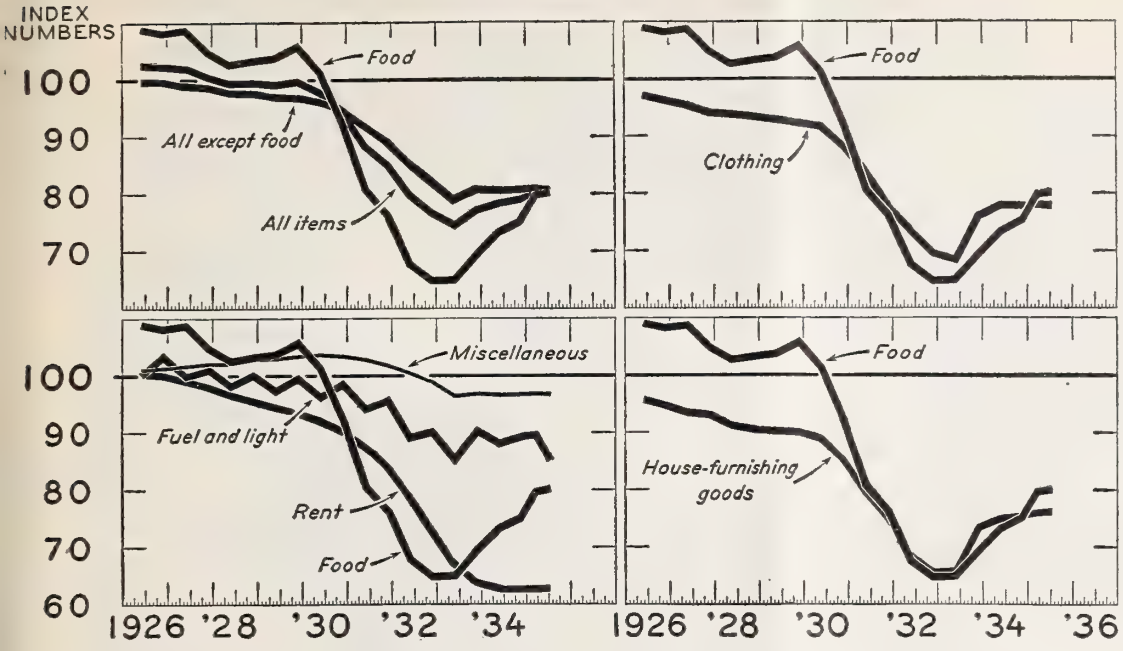
SOLUTION to this problem, intelligent consumers will realize, cannot be found in requiring farmers to sell their products so cheaply that everyone, regardless of income, may buy all the food he needs. Food prices were lower in 1932 than at any time since the war. Even so, millions of people had to go without adequate diet because they lacked sufficient income. Prices received by farmers in that year were even more drastically reduced and farmers were not able to support themselves on what they were then receiving.

THE BURDEN of meeting this problem cannot be placed on the shoulders of agriculture without destroying agriculture itself. No real solution can be found until industry increases its output back to and well above the levels of more normal years and puts the unemployed back to work at useful production. At present agriculture waits upon industry for the upturn in this direction.

PRODUCING or planning to produce enough to meet at least the normal consumption requirements of the past, farmers cannot produce all

Changes in Cost of Living

1923-25 = 100



that we actually need until industry puts more income into the hands of the unemployed and the undernourished. In 1932 the physical output of the products of industry was 40 percent less than the average output of the 7 years 1923-29. In the same year the physical output of farm products was higher than the 1923-29 average by a fraction of 1 percent. Farmers were still producing not only the usual amounts for domestic consumption but in addition were continuing to produce for foreign markets that were no longer open to them. In 1935, a year still affected in considerable degree by the drought of 1934, the physical volume of farm output was about 90 percent of the 7-year average, and the physical output of industrial products about 85 percent of that average.

ON the assumption that what we all want is the largest output we can produce and get consumed without unnecessary waste of our natural resources, a far more significant understanding of the present state of farm and industrial output, measured in physical terms, is to be had by comparing each of them with the maximum output of recent years. Industrial output reached its peak in 1929; agricultural output in 1931. Estimates for 1935 show that industrial output was 24 percent below 1929, and agricultural output about 17 percent below its 1931 figure.

BY this comparison it can be seen that industry has curtailed more than agriculture, although the necessity of reducing output because of the restriction of export markets fell much more heavily upon agriculture than upon industry.

NO economic group, no economic interest, and no industry can function independently of other economic groups and interests. No one of them can actually promote its welfare by acting as though it performed its functions in isolation, although for the most part that is the way they usually set about to do it. They are like depositors in a shaky bank who, having no way of acting together to carry the institution through its difficulties, rush to protect themselves by withdrawing their deposits, thereby destroying the bank and losing their money. Single concerns within an industry and single industries within the entire industrial field, not having discovered a road to coordinated efforts for increased production, adopt the isolated policies of self-protection which necessarily lead them to restricted production.

AGRICULTURE stands ready to go forward with increased production of industrial and agricultural products when industrial production increases. It is ready to do its part in that balanced increase in farm and factory output by which the standard of living of the entire population can be enormously improved without destroying any element in the population that contributes its share.

THE FARMING industry cannot solve the problem of unemployment and under-consumption. It cannot, without destroying itself, put food on the market at prices so low that even the destitute can get the diet they need. But agriculture right now is helping to make possible a national effort to bring about increased output of all goods and services by continuing to produce and to make available for domestic

[Concluded on page 31]

Good Pickings at White Sales

Guides to stocking your linen closet with sound values for the years to come.

Look through your prospective sheet against the light to see how evenly the number of 'warp' and 'filling' threads are balanced, and whether sizing fills in the gaps with a film between too-sparse threads.

SHEET PURPOSES are the same in every home, but different households attach different relative value to them. The things all homes want in sheets are: Looks, comfort, protection and sanitation between ourselves and our other bedclothing, with as long wear as possible at an original cost we can pay. But different families put these requirements in different order. One may be able to afford to put appearance at the head of the list, while the budgeter whose first consideration is minimum cost may have to leave looks for an incidental place on the list.

SHEET QUALITY is all relative. There is no such things as simple "good quality" in sheets. It all depends on how you want to use the sheet. A tough muslin sheet might seem far from good quality to a home-maker who can afford to pay for the luxurious looks and feel of percale for her guest-room bed, while a mother of romping sons in a summer cottage, operating on a rock-bottom budget, might find that sheet the best quality obtainable. A housewife who launders her sheets mechanically from beginning to end might better be able to economize on heavier sheets than either the lady whose laundry is a more personal matter and who would therefore need a lighter-weight sheet, easier to handle and wash, or the one who sends out her laundry and paying by the pound prefers a light yet closely woven sheet.

LABELS help determine which sheets answer our individual purposes. The ideal label would carry, along with the brand name and the name and address of the manufacturer, all this information: (1) Minimum tensile strength of warp and filling; (2) minimum thread count of warp and filling; (3) maximum percentage of sizing in the fabric; (4) weight in ounces per square yard of fabric; (5) torn size before hemming; (6) whether the sheet is a "first" or a "second."

IDEAL LABELS do not happen on every sheet counter. But in some way or another a consumer who buys accurately must look for the information lacking on the label. Getting it from the store is one way. Asking may not accomplish all you want, but it registers the consumer drive in the direction of concrete buying information. When the salespeople or the buyer can't tell you, there are still simple consumer tests that give rough answers to some of your questions.

SIZE always appears on labels. It means the size before hemming unless otherwise stated. But whether it is the torn length before hemming or the cut length before hemming is important. If the sheet was torn, it will always be "straight of the goods." If it was cut, it may skewgee into surprising angles after laundering shows up its true shape. Mere "size before hemming" leaves you to investigate for yourself. Look at the hem. If the stitching runs along one thread the whole way across, it's O. K. If it goes slantwise across the thread line, biaswise, beware.

GUIDES in picking sizes:

	Inches
Figure the length you need by adding the length of the bed (standard length 74 or 75 inches)	74
plus the depth of the mattress (ordinary mattress is 5 inches deep, inner-spring 6 to 7 inches), multiplied by 2 for the 2 ends of the bed	10
plus allowance for hems (which were added after the labeled size was cut)	5
plus allowance for shrinkage (average 5 inches to sheet)	5
plus allowance for tuck-in (6 to 10 inches each end)	14
	108

These calculations lead you to a sheet 108 inches long, and the more popular 99 inches sheet might be said to be your minimum length.

	Inches
Figure the width you need by adding the width of your bed (standard widths 36, 39, 48, and 54 inches)	39
plus the depth of your mattress (multiplied by 2 for 2 sides)	10
plus tuck-in allowance of 6 to 10 inches per side	12
	61

Sheet 63 inches wide gives you extra tuck-in.

MUSLIN, "fine counts", or percale is the choice in sheet materials. Muslin, the most popular, ranges from light to heavy, and fine to coarse. Percale, not only finer than muslin, but different, is not precisely defined. But consumers can recognize good percale by its light weight in combination with close weave,

The use size of a bathtowel may be much smaller than its outside dimensions, if a non-absorbent border occupies some of its inches.

fine strong even threads, and luxurious smoothness. The "fine counts" come in between.

MEDIUM OR LONG-STAPLE cotton makes all better grades of sheeting. The short yarns, insufficiently twisted, of less durable sheets, show in fuzziness on the surface, unattractively taking on quick greyness with use.

"PURE FINISH" on the label means the minimum amount of sizing or "dressing" in the goods. Good sheets often carry less than 1 percent, but cheap sheets may put on false weight and firmness with heavy fillings such as china clay, up to 30 percent. If the label does not tell you about finish nor percentage of sizing, make your own tests. Rub a piece between your fingers over something dark, and notice whether white powder sifts down. When you hold the sheet to the light, notice whether the spaces between the threads seem filled with film. But only extreme cases of sizing trouble show up in these tests.

"MERCERIZED" means a permanent attractive gloss. "Linen finish" may mean mercerizing or may mean merely temporary gloss. "Percale finish" has no definite meaning. Look on both sides of the material. If they are the same, the finish is more likely to be permanent.

"THREAD COUNT" of 68 by 72 means the sheet was woven of 68 threads to the inch lengthwise (warp) and 72 threads crosswise (filling). The more threads the finer the material. The more equal the number each way the better the "balance," the stronger the material. "64 square" would mean 64 threads each way. Muslin sheets satisfactory for general use in economical homes range from 66 to 76 each way. Percale's high thread count is 100 or more each way.

"TENSILE STRENGTH" means the number of pounds required to break the fabric of the sheet by a method used in textile laboratories. One test showed range of from 27 to 68 pounds one way and 21 to 80 pounds the other way.

WEIGHT per square yard varies from 3 to 5¼ ounces. Too heavy, too tightly woven, and twisted yarns, mean difficult laundry and harsh texture. Light weight with high count of fine, smooth yarns wears well and is easy to launder. Light weight of low count will wash easily but will be sleazy, fuzzy, easy-wrinkling, and short-wearing. All factors including economy considered, the medium-heavy muslin may often be best buy. With washing-machine home laundering, ease of launderability does not count so much. When washing costs are by the pound the balance of economy shifts in the direction of the light, high-count sheets.

COLOR FASTNESS, when color is concerned, should be a written guarantee on the label.

FIRST-GRADE sheets have practically no knots, no uneven yarns, no thick and thin places to cause extra strain and early breakage.

"SECONDS" or "Irregulars" properly classify sheets with noticeable defects in yarn and weave. At a lower price, they may be good buys, but only after thorough examination has shown just what chances you are taking on durability.

UNFAMILIAR BRANDS should be queried as to whether they are "seconds" from a mill selling its "firsts" under well-advertised names.

SELVAGES should be strong, wide, free of extra tension, able to take the extra wear that often makes the selvage first to break.

HEMS on high-quality sheets are evenly folded with the thread, closed at the ends, snugly turned, stitched fine and evenly, and fastened tight.

HEMSTITCHED hems are a luxury since they tear off more quickly. Be sure the hemstitching stops short of the selvage for strength.

SHEETING MATERIAL, bleached and unbleached, can be bought by the yard. The one advantage, of course, is economy. Better-quality sheets can be supplied for the same money plus the labor of hemming them. Also consumers willing to go the limit in economy may use unbleached muslin sheeting, available nowadays only in yard goods. Unbleached sheeting is not only cheaper but probably a little more durable than the same goods after the bleaching process. But as milling methods improve, the snowy bleached sheeting which most housewives prefer may soon overcome the slight lead unbleached sheeting now holds in durability.

SHEETING comes by the yard, its width sometimes described in terms of the "quarter" or quarter-yard. A "seven-quarter" sheeting would turn out to be 63 inches wide. Making hems top and bottom the same width brightens the prospects for wear, since the sheet will not always be put on the bed the same way, getting the same hard shoulder rubbing in the same places.

Choose the size towel that suits your requirements; smaller ones for children cut original cost and laundry bills.

Pillow Cases

RULES governing sheet values apply to pillow cases.

SIZES stated on labels, as on sheet labels, refer to length before hemming. Standard sizes are 42 by 36, 42 by 38½, 45 by 36, and 45 by 38½ inches. A 42 by 36 pillow case is one that was 36 inches long before hemming, and 42 inches measured across front and back. To decide the width you need, clasp a tapemeasure right around the pillow to be fitted and add 2 inches for the margin that allows the pillow its full softness and saves wear on the case.

Hems tell tales. Look to see if the stitches catch all the raw edges, run with the thread of the goods, and are short enough for firmness. Fourteen to the inch is a good standard.

TUBING makes the most practical pillows, since you can shift the spot receiving hardest wear by ripping the end seam and sewing it again with a different fold.

Bedspreads

PURCHASING points in buying a bedspread, along with the obvious selection of appropriate design and price for use, are generous size, substantial edge finish, well-made seams, and good fabric. Even though durability is not the stringent consideration it is in other fabrics getting more violent use and frequent laundering, these points are essential to the attractive appearance of the spread.

SIZES of bedspreads for double beds vary from 80 by 90 inches to 90 by 108 inches. The 102- or 108-inch length allows for covering the pillows, while the 90-inch length does not.

CROOKED-CUT spreads, like sheets, will show their crookedness after washing. Look at the ends of the one you buy to see if they are cut parallel to the crosswise thread.

EDGE FINISHES should do their job. If they are embroidered scallops, the stitching should be close enough and deep enough to anchor all raw edges. Hems should be turned under deep enough to catch the raw edges, stitched snugly and close to the edge with back stitching at ends for fastening. Shortness of stitches is a gage of quality. Fourteen to the inch is a good average.

SEAMS should be deep enough to hold, but the fewer the seams the less danger of difficult mending jobs.

SMOOTH FABRICS, with regular yarns woven evenly and firmly wear better than uneven, loose fabrics.

Towel Tips

TURKISH TOWELS call for consideration on counts of size, absorptability, durability, and in some cases colorfastness, in connection with price.

BIG TOWELS are necessary to please some bathers, but sizes larger than 24 by 48 are luxuries, and 22 by 44 will keep most people satisfied. Buying towels bigger than necessary is an extravagance. Children can usually handle better the 16 by 30 or 18 by 36 sizes which cut your original costs and your laundry costs.

USEFUL SIZE is not necessarily described by the outside dimensions. Wide non-absorptive borders subtract just that much from the towel's working size.

ABSORPTABILITY lies in the loops all over the surface of the towel. Consumers must draw their own line between spongelike, loose, not-too-twisted loops, and the better-wearing tightly twisted yarns.

DURABILITY depends much on the secure anchorage of each loop in the foundation fabric. Examine your prospective towel to see how closely the loops lie together and whether they are all securely bound into a good firm fabric underneath.

SELVAGES take a large share of bath towel wear. Look at them to see if all threads are bound in and no loose threads give the doubts away along the edge.

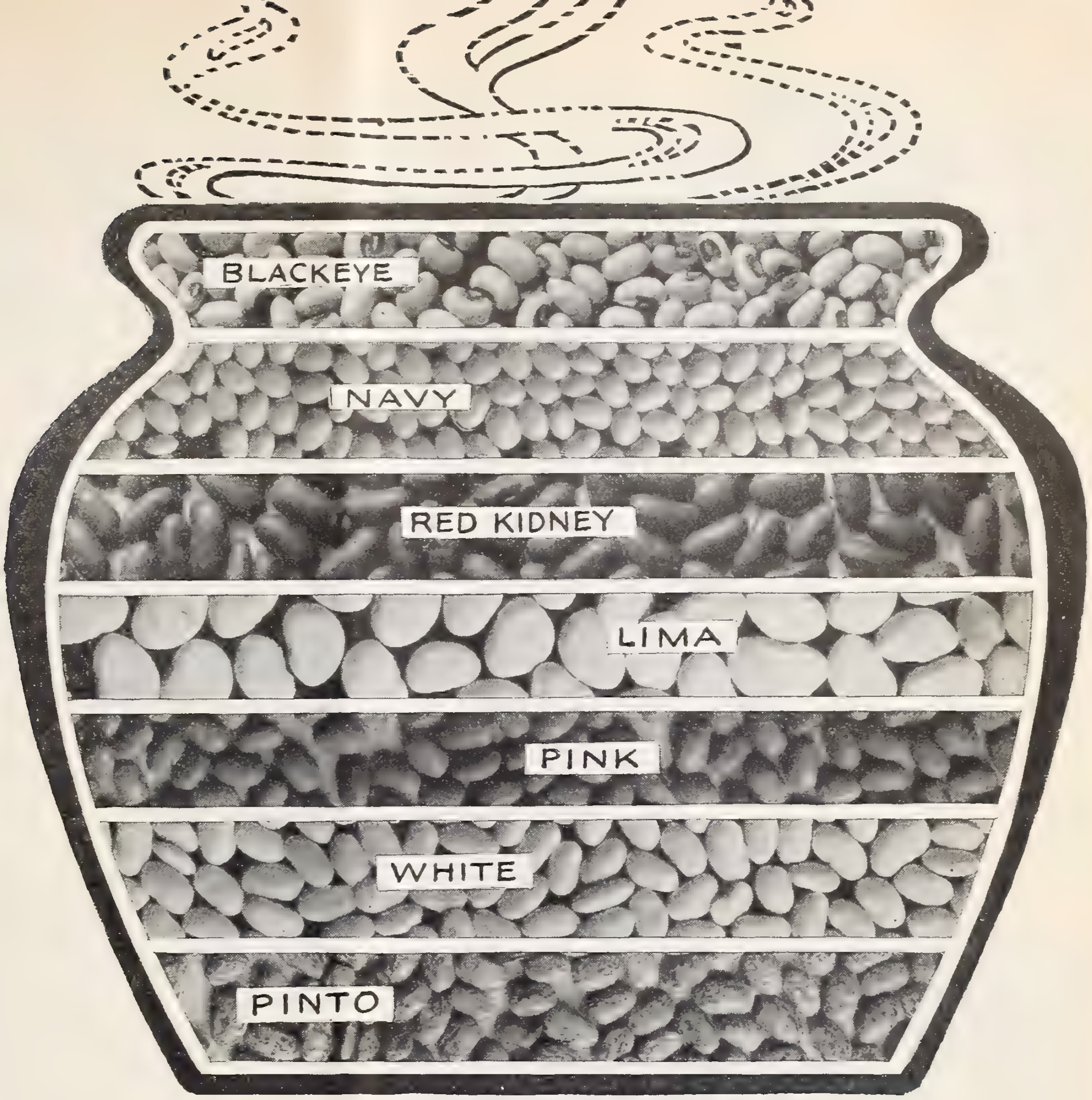
After You Buy

MISTAKES can prove good guides for the future, but only if you know when you have made them. One home check is to mark the date of purchase on tapes attached to each sheet, towel, and pillowcase, then use them in strict rotation with the others in their class. (These tapes can serve a double use if their color tells the size of the sheet.) With all factors equal, the brands that wear out first can be crossed off your next purchasing list.

DON'T HANDICAP your linen closet. Plenty of soap but little or no bleach is one laundry rule. Piling too many on a shelf puts a strain on folds. So does ironing creases in, especially at the selvage. Textile experts say the less ironing the better, and never a hot iron. Rough spots on beds or springs wait to snag your sheets. Mattress pads save wear on both sheets and mattresses.

TWO useful bulletins by the Bureau of Home Economics for consumers who wish more detailed aid in buying cotton goods are: "Quality Guides in Buying Sheets and Pillowcases" and "Selection of Cotton Fabrics." Each is sold for 5 cents by the Superintendent of Documents, Washington.

☛ PRESENT GUIDES FOR HOUSEHOLD BUYING, an invaluable compendium of consumer information on quality grades now in use, and on agencies engaged in defining such grades, can be bought from the Superintendent of Documents, Washington, D. C., for 5 cents. Authors of this guide book, published originally in April 1934 and revised in January 1936, are Ruth O'Brien, Chief of the Textiles and Clothing Division, and Medora M. Ward, Assistant Economist of the Economics Division, of the Bureau of Home Economics. Its 35 pages of easily read type bring together definitions of currently used grades for food products, food containers, clothing and textiles, household equipment and furnishings, dry cleaning and laundering, and such miscellaneous products as: Cement, coal, drugs, funeral merchandise, fur, gold articles, leather, lumber, oil, paint, and watchcases. Among the agencies engaged in drawing up standards, specifications, and trade practices described, are: The United States Department of Agriculture, the Federal Trade Commission, the National Bureau of Standards, the American Standards Association, the American Society for Testing Materials, Underwriters' Laboratories, the American Gas Association, the American Medical Association, and the New England Council.



When nutritionists plan low-cost diets, they always put in plenty of beans. No other vegetable is rich in so many different food values as beans and peas. With supplies much bigger than usual this year, prices should be very reasonable.

Dried Beans for Economy

HUMBLE possessor of more food virtues than any other vegetable, the lowly dried bean rolls out on 1935-36's food stage in quantities a fifth greater than last year, to make its bid for consumer favor.

TO consumers in pursuit of variety on meatless days, this is front-page news, for the high carbohydrate and protein content of beans makes them a good energy and body-building food. They count, too, as a good source of iron, calcium, and Vitamin B. While their protein is not "complete" enough to depend on without other proteins—such as in meat, milk, and eggs—beans have more of this nutrient than any other vegetable. Cheapest of all vegetables all the year, this year, with such abundant supplies, they should be especially cheap.

WHEN money is scarce, therefore, nutritionists say "look to your beans." The imaginative cook knows how to translate them into mouth-watering baked beans, into the good old-fashioned bean soup, into Hopping John, *chile con carne y frijoles*, bean salads and sandwiches. If she doesn't, she can find out from the Bureau of Home Economics which has prepared recipes for each. Two basic rules only she must observe if she is to use beans economically: Cook them a long time; keep left-overs cool and use them soon or they will spoil.

HOW many of the many varieties of beans we can buy were brought to our shores by sailors, nobody knows. But certainly many of them came from abroad—from Chile and the Orient, from Mexico and Western Asia, from

Brazil and France—and many a sailor has breakfasted, lunched, and dined on them. Easy to preserve, easy to store, big value for little money tucked into small space, beans have long been standard fare for those who embark on long and strenuous expeditions.

BEST known of all the varieties is the pea, or navy, bean. Michigan leads in its production, and in 1935 provided some four and a half million bags, each bag holding 100 pounds. Most epicures of Boston baked beans look for a species of pea bean for their prized dish, and some of them swear only by the yellow-eyed species. Michigan supplies most of the raw material for canned pork and beans, too. Pea beans are white and small, the smallest of the more commonly used varieties.

ANOTHER important center of production of pea beans is western New York State, whose crop of these, kidney beans, and a few other varieties in 1935 ran about one million bags.

CLOSE relative, in appearance, to the pea bean is the "Great Northern" or white bean, which comes from Idaho, Montana, Wyoming, and Nebraska. Not good for canning, because they mush too much, these white beans are excellent for home consumption. Supplies in 1935 came to around one and a half million bags. Each white bean looks about twice the size of the little pea bean, but is somewhat flatter.

LIMAS, even if "babies", come larger than any of the other white beans. One of the earliest records of their appearance in this country is by way of one Captain John Harris, U. S. N., who secured the seed in Lima, Peru, in 1824 and brought it back to this country to grow on his farm in New York. Later limas were cultivated generally in eastern States. Now California is the most important single producer. Limas sometimes go by the name "butter beans."

PANSY-FACED, with its dainty oval of black around the eye, or germ, of the bean, the blackeye bean (or cowpea) has a distinctive appearance easy to remember. California produces about 95 percent of commercial production of the blackeyes in this country. Most important consumers of these beans, which came to us from the Orient, are the Negroes.

PINTO beans add still more of a decorative touch to the bean family. They are of a pinkish cream color, mottled with brown. Colorado and New Mexico are major producers of this bean which is especially prized by the Mexican population as well as by other southern consumers. It is only occasionally found in northern shops. Bean production in the pinto area in 1935 was approximately two million bags.

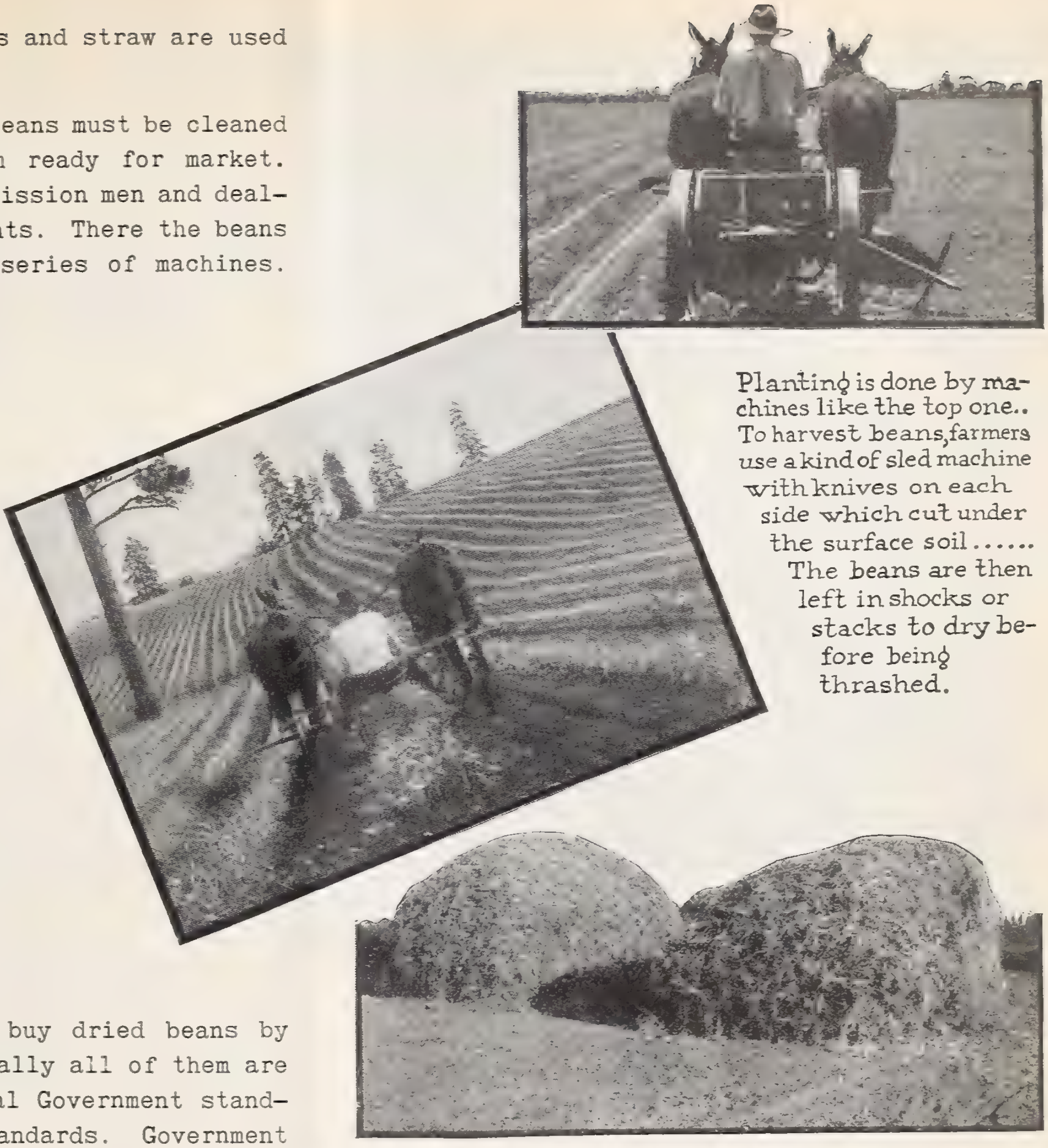
DELICATELY tinted, "pinks" are honestly named. They are small, bigger than pea beans but sometimes not quite as large as white beans. Mexican people in the Southwest prefer them to the white varieties. Some canners have been known to use pinks as substitutes for the red kidney bean in making chili con carne. California is the major producer in this country of this variety which came originally from South America and Mexico.

MAHOGANY colored kidney beans, bigger than pinks, are quickly spotted by most consumers. They are a product particularly of western New York State, though grown in other areas, and are especially popular in New England regions.

MANY other variations of this important seed—each with its distinctive coloring and shape—are grown in different sections of the country. These seven—pea, white, lima, blackeye, pinto, pink, and kidney beans—head the list in quantity of production.

THIRTY thousand farmers produce most of the beans commercially sold. For about two-thirds of this number, beans are the farmer's main source of income. In May the northern farmer will plant his beans, by machine, down long straight rows, two and a half feet apart. Three or four times during the season he will cultivate the field. From late August until sometime in October is harvest time. With a sled machine, which has knives on each side to cut under the surface soil, he will drive down the rows. If he can, he will do the cutting in the early morning or in the evening when the plants are damp so that the beans will not shell out of their pods. Ordinarily the plants are hand-bunched, and left piled up in shocks or stacks to dry. When dry they are hauled from the field to a thresher which knocks the beans from the pod. Cast-off pods and straw are used for feed.

AFTER threshing, beans must be cleaned and recleaned to make them ready for market. This is usually done by commission men and dealers at central shipping points. There the beans are usually run through a series of machines. First they are thoroughly screened to remove stones, broken beans, bits of stem and pods and other matter. In some areas beans are hand-picked in addition. This is a more common practice in New York, Michigan, and in the Great Northern area. There may be a second screening by machine in other areas to make sure that all foreign matter is removed. Finishing off is done by polishing the beans. Some develop a high polish, some a dull one, depending on the conditions under which the beans were grown and harvested.


Planting is done by machines like the top one.. To harvest beans, farmers use a kind of sled machine with knives on each side which cut under the surface soil...... The beans are then left in shocks or stacks to dry before being thrashed.

CONSUMERS cannot buy dried beans by quality grades, but practically all of them are bought by dealers on Federal Government standards or other comparable standards. Government grades are U. S. No. 1, into which class about 80 percent of the beans fall; U. S. No. 2, which covers about 15 percent; U. S. No. 3, and Unclassified, accounting for the remaining 5 percent. Unclassified grade beans may be used for feed and never reach the retail market. Canners usually will buy only beans of the top grade, and in some instances they demand only the hand-picked product.

TENTATIVE consumer standards for canned dry beans—with or without tomato sauce, with or without pork—have been worked up by the Bureau of Agricultural Economics of the U. S. Department of Agriculture. It now remains for consumers to demand the inclusion of the proper grade legends on labels. Insist on buying canned pork and beans and other canned fruits and vegetables bearing truthful statements of grade.

TOP year for bean farmers came in 1929 when the total farm value reached $79,000,000, for 12,240,000 hundred-pound bags. The price per bag, $6.77, was 50 cents less than 1928's all-record price, but because 1929's crop was larger and consumers' pocketbooks were still bulgy, total returns were more than $10,000,000 greater.

SINCE 1929, the farm price per bag of beans has touched lows not before recorded. By 1932, it had reached $1.63 as against 1928's price of $7.27, and bean farmers took in a total of only $17,000,000. In 1933 the farm price had picked up to $2.71, still lower than any predepression figure. Total returns came to $33,383,000. In 1934 the average farm price had reached $3.46 and total farm value $35,159,000.

NOT once since 1928 has the production of beans amounted to less than 10 million bags.

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Bureau of Home Economics technician using a thread-counting machine on different kinds of fabrics.

Consumer-Farmer Briefs from Washington

SINCE one large grocery distribution organization with outlets all over the country began in December 1934 using U. S. Government standards for their canned fruits and vegetables and labeling their products "A", "B", and "C", it has put on the market or is in process of marketing 68 million grade "C" cans, 17½ million grade "A", and 3 million grade "B." Starting gradually, with a few products, the company is now putting grade labels on many fruits and vegetables for which grades have been developed. As supplies of old-style labels are exhausted, the new labels on a number of additional commodities will bear grade legends.

SO FAR, there are Government standards for 4 canned fruits—applesauce, grapefruit, peaches, and red sour pitted cherries. Canned vegetables for which there are Government standards include: dry beans (with or without tomato sauce, with or without pork); lima beans, snap beans, beets, carrots, cream style corn, whole grain corn, mushrooms, peas, pumpkin, sauerkraut, spinach, succotash, tomatoes, tomato catsup, tomato juice, tomato pulp.

NEXT time you doubt whether you are getting the quality you are paying for in these canned foods, look around for the graded kind. You find them on sale by many retailers these days. More canners are using them. Still more will adopt the practice when consumers buy by quality rather than by price.

AAA

ANOTHER consumer protection is recommended by the Federal Trade Commission. In its annual report to Congress, it proposes that the Act creating the Commission be amended to give it clear jurisdiction over a "practice which is unfair or deceptive to the public, but may not necessarily be unfair to a competitor." Hitherto, the Commission has had to stick to trade practices which hurt other companies doing the same business, and could not prosecute if only consumers had to pay the bill. An example of such a practice is the labeling of a product A-1, when Federal Grades include only A, B, and C, so that legally A-1 may mean anything, even substandard goods.

AAA

SOME Canadian farmers learned that when they marketed their produce cooperatively, they could get twice the price they could get by selling to distributors. Goods were cheaper when bought cooperatively, was the thrifty experience of their buying associations. These discoveries came as a result of what St. Francis Xavier University in Antigonish, Nova Scotia, did. This University decided to train its students in cooperation so that they could not only do useful work when graduated but would help lift the community, as large as Massachusetts, out of its economic stagnation. In 1929, the University organized 10 thousand adults into study groups. Ten thousand miners, farmers, and fishermen mastered the principles of cooperation and applied them in forming buying associations in their own communities. Now 25 of these associations have evolved into consumer-owned stores. They hope to begin producing their own goods in the future. Forty-five credit unions exist to furnish funds when needed and more are being formed. Already they have amassed a capital of $90,000 in a community recently poverty-stricken. Twenty-five lobster factories, processing plants, and lumber mills keep busy the erstwhile unemployed.

GOOD business, these dynamic study groups, say the Nova Scotians, 25,000 of whom now attend the University's extension courses. Dr. Coady, Director of the Extension Division explains, "It is not a question of cooperation or something else; cooperative action has become the only way. Economic self-help through cooperatives will make the people competent to enjoy economic democracy when we create it. If they are not able to carry on these economic functions for themselves, they are not able to become a great people."

AAA

FIVE meals a day for maximum efficiency, recommend Drs. Haggard and Greenberg of Yale's Department of Applied Physiology in a study summarized in the Monthly Labor Review. Heavy meals burden digestion and cause a feeling of lassitude, but small, frequent meals keep up energy.

FACTORY workers who sewed together the canvas tops of tennis shoes produced almost 10 percent more when they ate 5 meals a day than when they ate the customary 3, in an experiment conducted by the authors. Studies of large groups of subjects indicated that energy was low before breakfast and highest half an hour after breakfast. When people eat only 2 meals a day, their muscular efficiency is above before-breakfast level for about 2 hours of the working day. When they eat 3 meals, efficiency is high for 4 hours a day, and when they eat 5 meals it is high for 7 hours. The authors conclude that "the practice common in this country of eating the day's supply of food in three installments does not permit the greatest efficiency, vigor, and freedom from distraction of which the individual is capable."

A WORD of caution about extra meals. Don't go too hard on starches and sugars. Soup, stew, or salad for the snacks will help to keep the diet in balance.

DRIED BEANS FOR ECONOMY

[Concluded from page 15]

In only 2 of the 10 years preceding 1929 was there a 10-million-bag crop. Yet prices which farmers could earn for these bountiful crops in depression and recovery years have been a fraction of those they received in predepression years. In 1935, with a bigger crop than any since 1930—experts expected it to total 13 million bags—the estimated farm price did not even touch its 1934 level.

RECORD of prices consumers pay for dried beans during the past 2 years has included limas, blackeyed peas (or beans), and navy beans. Previous to that, prices on navy beans only were recorded. Trend of average retail prices of navy beans follows the route of the average farm price for all dried beans. 1929 was the peak year when a pound of navy beans cost consumers an average of 14 cents. Lowest prices came in 1932 when the average had dropped to 5.1 cents. In 1935 navy beans sold around 6 cents a pound, blackeyes at a little over 8 cents, and limas for about 10 cents.

ONE boost for bean farmers came in 1933 when the Federal Surplus Relief Corporation purchased 5 million pounds to distribute to families on relief. Again in 1934 a purchase was made, this time of 1,875,000 pounds which were sent to relief families in Puerto Rico. These purchases served the double purpose of helping to increase farm prices and of providing a nourishing food for families unable to buy beans at any price. Under the AAA there has been no production control or marketing-agreement program for bean farmers. Marketing agreements were proposed in 1934, but when drought cut down supplies of some types of beans, the proposals were abandoned.

Your Food

LATEST REPORTS from the Bureau of Labor Statistics when this issue of the GUIDE was prepared were those of January 14. They show a drop of close to 1 percent in the cost of food during the first 2 weeks of 1936. Most important decreases occurred in wheat and hog products as a result of the elimination of the processing taxes.

DURING the time the wheat tax was in effect it was passed on to the consumer in the form of higher prices of flour and wheat cereals. Almost immediately after all processing taxes were invalidated on January 6, wholesale prices of flour were reduced. Bread price reductions in 11 large cities had been noted in the trade press by January 31. If there is no change in the policy of the millers until legislation is actually passed, substantially lower prices of flour and of wheat cereal products to consumers should be more general. The wheat processing tax represented half a cent in the price of the average pound loaf of bread and 0.7 cent in a pound of wheat flour.

THE SITUATION concerning the hog tax is more complex. Probably the tax itself did not have much effect on prices consumers paid for hog products. When considered by itself, this tax had more of a tendency to lower the prices paid to farmers for hogs. For that reason discontinuing the hog tax might be expected to increase the wholesale price of hogs without changing very much the price of hog products to consumers. Wholesale hog prices did increase, although between January 6 and 31 the increase was less than one-fourth the amount of the tax, but the wholesale price of fresh pork products dropped at the same time. In this period the total amount given back by the packers to farmers and consumers (assuming that reductions in wholesale prices of fresh pork carry through to consumers) was $1.72 as compared with the $2.25 gain to the packer. The addition of 53 cents to the packers' margin raised it up to past levels. Hog prices would probably have increased more than they did except for the fact that the higher prices brought increased shipments to the market. Daily receipts of hogs at Chicago in the 3 weeks following the Supreme Court decision averaged more than 50 percent more than during the 4 weeks preceding January 6. Consequently, some drop in prices of pork and other hog products is likely. This increase in shipments will probably be of a temporary nature.

CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

Kind of food	Dec. 31 1935	Jan. 14 1936	Change in two weeks
Dairy products:	¢	¢	%
Milk, qt	11.6	11.8*	+1.7
Cheese, lb	27.7	27.8	+0.4
Butter, lb	40.6	40.9	+0.7
Beef:			
Round steak, lb	34.9	34.9	——
Rib roast, lb	30.9	30.9	——
Chuck roast, lb	23.9	24.6	+2.9
Pork:			
Chops, lb	35.0	32.3	-7.7
Lard, lb	18.9	17.9	-5.3
Whole smoked ham, lb	33.5	33.2	-0.9
Lamb:			
Leg of lamb, lb	29.0	29.0	——
Breast lamb, lb	13.5	13.8	+2.2
Square chuck, lb	23.0	22.5	-2.2
Poultry and eggs:			
Hens, lb	32.1	32.3	+0.6
Eggs, doz	40.2	38.4	-4.5
Bread:			
White, lb	8.6	8.5	-1.2
Rye, lb	9.2	9.2	——
Whole wheat, lb	9.5	9.5	——

*3.5-5.0 percent butterfat (continued)

THERE has been so much discussion of the processing taxes some city consumers seem to think they are responsible for most or all the increases in food prices which have occurred during the past 2 years. This is far from being true. The elimination of the processing tax

CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

Kind of food	Dec. 31 1935	Jan. 14 1936	Change in two weeks
Cereal products:	¢	¢	%
Flour, lb	5.4	4.9	-9.3
Macaroni, lb	15.3	15.3	------
Wheat cereal (28-oz. package)	24.1	23.9	-0.8
Vegetables – canned:			
Corn, #2 can	11.5	11.4	-0.9
Peas, #2 can	16.2	16.2	------
Tomatoes, #2 can	9.3	9.3	------
Vegetables – fresh:			
Potatoes, lb	2.3	2.3	------
Onions, lb	4.2	4.3	+2.4
Cabbage, lb	3.6	3.9	+8.3
Vegetables – fresh:			
Lettuce, head	8.0	7.2	-10.0
Spinach, lb	8.7	8.1	-6.9
Carrots, bunch	6.1	6.1	------
Fruit – canned:			
Peaches, #2½ can	19.1	19.0	-0.5
Pears, #2½ can	22.6	22.5	-0.4
Pineapple, #2½ can	22.6	22.5	-0.4
Fruit – fresh:			
Apples, lb	5.5	5.4	-1.8
Bananas, lb	6.4	6.6	+3.1
Oranges, doz	30.9	30.3	-1.9

Bill

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will not restore the extremely low food prices which existed in 1932 and early 1933. There have been many factors in the situation which have tended to raise prices of food and other farm products. First, there was the devaluation of the dollar which had a decided effect on prices of wheat, cotton, and some other international products. Then there was an improvement in business conditions generally which brought with it increased purchasing power of consumers and strengthened the demand for food and other farm products. In 1934 there was one of the worst droughts on record and this greatly reduced supplies of many of the principal foods, far more in fact than was contemplated by the AAA programs. The AAA adjustment programs called for smaller acreages of certain crops in order to eliminate surpluses and to restore a more favorable balance between production and consumption. It is a combination of these factors that was responsible for most of the increase in food prices during the past 2 years. The processing taxes themselves while adding materially to farm income through the benefits they made possible, had only a minor effect on retail food prices and if the AAA program could have been financed from some other source, a substantial rise in consumer food prices would have taken place as a result of adjustment of supplies and the other events mentioned.

BECAUSE of this there is no reason to expect any sharp drop in the general level of food prices following the elimination of the processing taxes. Under the conditions stated above there should be a fairly substantial drop in retail prices of cereal products and probably a moderate drop in prices of pork and other hog products. Except for these changes the level of food prices is not likely to be affected very much during the next few months by the Supreme Court decision.

CERTAIN drops in food prices which consumers can expect in the coming months will have nothing to do with the discontinuance of production control programs or the taxes. They would have taken place had these programs been continued. Pork prices will probably show a slight falling off in the early summer and a more pronounced drop in the late summer. The AAA corn and hog program for 1936 provided for an increased production over 1935. Better cuts of beef may possibly join in this downward movement. Egg prices will likely follow their usual seasonal drop from now until May. As supplies of various fresh fruits and vegetables increase with the warmer weather, prices will fall away. The May 20 and July 8, 1935, issues of the GUIDE include seasonal calendars of the movements of the more important of these foods. Butter is usually cheaper in June. Bread prices, if they follow the movement of wheat prices, should ease up next summer.

Dairy Products

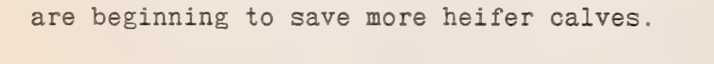
DAIRY PRODUCT prices went up rather substantially in the first half of January. Fluid milk prices rose an average of 0.2 cent a quart, cheese 0.1 cent a pound, and butter 0.3 cent a pound.

WHOLESALE butter prices reached a peak about the first week in January after a long climb throughout the fall and early winter months. There was a drop of about 2 cents a pound in the wholesale price of butter from the week ending January 4 to the week ending January 18. The following week butter prices strengthened again and regained about half of the previous loss.

MILK PRODUCTION per cow on January 1 averaged 11.27 pounds which was substantially higher than the production per cow on January 1, 1935, and approximately the same as on January 1, 1934. In all 3 years, however, production per cow was considerably below the previous 5-year average.

REPORTS from dairy sections indicate that herds are being closely culled and it is probable that the average proportion of heifers and heifer calves is lower than usual. This is due to the high price of veal as well as to last year's reduction in cow numbers as a result of the feed shortage and to the fact that many other classes of livestock are now more profitable than dairy cows. This last factor has been very important in holding down the supply of milk and milk products during the past few months. Although feed is much more plentiful than last year and there are fewer cows, feed in many sections is being fed to meat animals. This situation tends to reduce current milk production and to strengthen the price of dairy products.

BUTTER PRICES have now risen to a point where dairymen are again feeding the usual quantity of grain per head and it appears that in some of the more important dairy sections farmers are beginning to save more heifer calves.



Average Retail Prices, January 14, 1936 (cents)

Markets	Milk (qt.)	Butter-fat content of milk	Cheese (lb.)	Butter (lb.)
United States	11.8	3.5-5.1	27.8	40.9
New England:				
Boston	11.7	3.7-4.0	26.6	41.2
Bridgeport	13.0	3.9-4.0	29.4	41.4
Fall River	13.0	3.8	27.2	38.6
Manchester	12.0	3.8-4.0	27.7	41.5
New Haven	13.0	3.7-4.0	28.4	40.8
Portland, Maine	12.0	4.0-4.3	27.4	40.7
Providence	13.0	3.7-3.8	26.9	39.0
Middle Atlantic:				
Binghamton	—	—	30.1	40.2
Buffalo	12.0	3.6-3.7	27.1	39.3
Newark	13.0	3.5	27.3	42.1
New York	13.0	3.5-3.7	29.1	41.7
Philadelphia	11.0	3.5-3.8	29.9	42.2
Pittsburgh	11.0	3.6-3.8	28.8	41.6
Rochester	12.0	3.8	28.7	38.8
Scranton	11.0	3.8	28.0	39.8
East North-Central:				
Chicago	11.0	3.5-3.8	29.6	40.9
Cincinnati	12.0	3.5-3.8	27.5	40.6
Cleveland	10.0	3.5	28.5	39.9
Columbus	10.0	4.0	28.1	39.7
Detroit	12.0	3.6-3.7	27.2	40.4
Indianapolis	11.0	3.8-3.9	26.3	40.7
Milwaukee	10.0	3.6-3.7	28.1	38.9
Peoria	11.0	3.8-4.0	26.5	40.3
Springfield, Ill	11.1	4.0	26.5	39.9
West North-Central:				
Cedar Rapids	10.0	4.0	25.5	37.3
Kansas City	11.1	3.8-4.0	27.8	39.0
Minneapolis	10.0	3.5-3.7	26.7	39.0
Omaha	10.0	3.8-3.9	26.8	38.1
St. Louis	12.1	3.7-3.8	26.9	41.8
St. Paul	10.0	3.6-3.7	26.7	38.8
Sioux Falls	10.0	4.0-4.1	28.2	36.0
Wichita	10.0	—	24.7	36.8
South Atlantic:				
Atlanta	14.0	4.2-4.4	23.8	41.3
Baltimore	12.0	4.0-4.2	26.0	42.1
Charleston, S. C	15.0	4.0-4.3	25.2	40.8
Columbia, S. C	15.0	4.3	24.6	42.0
Jacksonville	15.0	4.0-5.0	24.3	41.4
Norfolk	14.0	3.8-3.9	23.8	40.9
Richmond	12.0	3.5-5.1	24.5	40.2
Savannah	14.0	4.0-4.6	24.5	40.9
Washington, D. C	13.0	4.1	26.9	42.4
Winston-Salem	14.3	4.3	27.2	44.3
East South-Central:				
Birmingham	13.5	4.3-4.5	22.6	42.2
Jackson, Miss	10.0	—	24.5	40.5
Knoxville	12.0	4.0-4.2	30.2	39.2
Louisville	12.4	4.0	26.4	40.9
Memphis	10.5	3.5-4.2	25.0	39.2
Mobile	14.0	4.0-5.2	25.3	39.1
West South-Central:				
Dallas	11.0	4.4	29.1	39.1
El Paso	11.0	—	26.9	39.9
Houston	12.0	4.3-4.7	24.0	40.4
Little Rock	12.0	3.8-4.5	25.2	38.4
New Orleans	12.0	4.0-4.5	25.9	40.8
Oklahoma City	—	—	—	—
Mountain:				
Albuquerque	12.0	4.0-4.1	29.9	39.7
Butte	10.0	3.5-3.7	25.8	38.8
Denver	10.5	3.7	28.6	41.0
Salt Lake City	11.0	3.8	24.8	42.1
Tucson	12.3	—	24.9	40.2
Pacific:				
Los Angeles	11.0	4.0	26.9	40.2
Portland, Oreg	10.5	4.0	26.1	39.4
San Francisco	13.0	4.0-4.2	29.4	41.9
Seattle	9.1	4.0	24.7	41.0
Spokane	10.0	4.0-4.2	26.0	38.8

Average Retail Prices, January 14, 1936 (cents)

Markets	White (lb.)	Rye (lb.)	Whole-wheat (lb.)
United States	8.5	9.2	9.5
New England:			
Boston	8.3	9.2	8.8
Bridgeport	9.3	10.0	9.8
Fall River	7.8	8.4	9.0
Manchester	8.5	9.0	8.6
New Haven	9.2	9.7	9.9
Portland, Maine	9.1	9.5	9.3
Providence	8.2	8.8	9.4
Middle Atlantic:			
Binghamton	—	—	—
Buffalo	8.6	8.8	9.8
Newark	9.2	9.5	9.7
New York	8.9	9.1	9.6
Philadelphia	9.4	9.9	10.7
Pittsburgh	8.9	10.6	10.7
Rochester	8.5	8.4	9.3
Scranton	9.6	9.6	9.4
East North-Central:			
Chicago	7.3	8.2	9.2
Cincinnati	7.9	9.4	9.6
Cleveland	7.8	8.3	8.7
Columbus	8.2	9.1	9.3
Detroit	7.5	7.8	8.2
Indianapolis	8.0	7.9	9.3
Milwaukee	7.8	7.9	9.8
Peoria	8.2	9.1	9.3
Springfield, Ill	8.8	9.6	9.6
West North-Central:			
Cedar Rapids	8.6	9.3	8.9
Kansas City	8.9	9.4	9.4
Minneapolis	8.3	8.9	9.3
Omaha	8.6	9.1	8.7
St. Louis	8.8	9.2	9.6
St. Paul	8.4	9.0	9.3
Sioux Falls	7.7	10.0	7.8
Wichita	7.6	8.0	9.3
South Atlantic:			
Atlanta	9.0	9.4	9.0
Baltimore	9.0	9.7	9.6
Charleston, S. C	9.3	9.8	10.0
Columbia, S. C	9.7	9.6	9.8
Jacksonville	9.7	10.1	10.0
Norfolk	8.9	9.4	9.2
Richmond	8.7	8.9	9.4
Savannah	9.6	10.0	10.5
Washington, D. C	9.1	9.6	9.9
Winston-Salem	10.9	11.7	11.1
East South-Central:			
Birmingham	9.8	10.0	10.0
Jackson, Miss	9.2	9.3	9.4
Knoxville	9.0	10.1	10.7
Louisville	7.8	8.3	8.8
Memphis	8.9	9.5	9.6
Mobile	9.3	10.0	10.0
West South-Central:			
Dallas	8.8	9.0	8.6
El Paso	8.8	9.9	9.7
Houston	7.4	8.5	8.6
Little Rock	9.8	9.8	9.9
New Orleans	8.1	8.7	9.7
Oklahoma City	—	—	—
Mountain:			
Albuquerque	10.3	—	11.0
Butte	9.7	9.7	9.8
Denver	7.9	9.7	8.4
Salt Lake City	7.0	9.4	6.8
Tucson	9.8	11.2	10.0
Pacific:			
Los Angeles	7.6	9.3	8.1
Portland, Oreg	9.1	10.0	9.2
San Francisco	9.3	9.0	8.9
Seattle	9.1	9.9	9.0
Spokane	9.2	10.0	9.4

Bread

JANUARY 14's report shows a drop in the average price of white bread from 8.6 cents to 8.5 cents a pound. This drop is probably due mainly to the elimination of the processing tax on wheat which amounted to about one-half cent on a pound loaf of bread.

IT IS pretty well agreed that approximately all of the wheat processing tax was passed on to the consumer in the form of higher prices of flour and other wheat products. Elimination of the processing tax resulted in the immediate drop in the wholesale price of flour. In fact on January 14 the average wholesale price of a barrel of flour had dropped back to its level of last spring and summer. The cost of lard on January 14 also was lower than at any time during the previous year.

INCREASES in these two ingredient costs last fall were used by bakers as a justification for increasing the price of bread in a number of cities. Decreases in these ingredient costs should justify consumers in expecting a return at least to the level of bread prices of last spring and summer. If flour costs continue to drop, still further reduction should be made in bread prices. It remains to be seen whether bakers are as quick in readjusting their prices downward as they were in upping their prices.

SO FAR the drop in flour prices has been only partially reflected in the slight reduction in bread prices from December 31 to January 14. Of the 61 cities reporting bread prices both on December 31 and on January 14, 19 of them or almost a third reported decreases, on the other hand 8 of these cities reported increases. The only substantial increase was 0.5 cent a pound in El Paso. Most of the decreases in prices were also very small, 14 of the 19 cities reporting decreases indicated drops of only 0.1 cent a pound while drops of 0.2 cent were reported in 4 cities and a decrease of 0.4 cent a pound was reported in Buffalo.

Cereal Products

PRICES of cereal products started to fall off immediately after the elimination of the wheat processing tax. The quickest and most substantial decrease was in the price of flour. The cut in wholesale flour prices was followed by an immediate drop in retail flour prices. Flour decreased from an average of 5.4 cents a pound on December 31 to 4.9 cents a pound on January 14. This is a drop of 0.5 cent a pound or a little over 9 percent. The wheat processing tax amounted to about 0.7 cent on a pound of flour. Later reports on retail prices may show some further decline in flour prices.

RETAIL PRICES of wheat cereal, macaroni, and other highly processed cereal products did not change so quickly nor so much. Macaroni prices remained at 15.3 cents a pound while prices of wheat cereal were reported 0.2 cent a package lower. Consumers should expect during the next few months lower prices for all kinds of wheat products.

WHOLESALE PRICE of wheat was practically unaffected by the elimination of the processing tax. Wheat prices at the farm rose from 90.1 cents a bushel on December 15 to 93 cents on January 15. The latter price is 84 percent of the pre-war parity level.

THE 1935-36 world wheat crop is estimated to be practically the same as that of last year. The acreage sowed to winter wheat in the United States last fall was 6.7 percent above that sown in 1934 and 5.7 percent more than the 1927-31 average. On the other hand the acreage sowed in Canada is estimated to be 25 percent less than in 1934.

Average Retail Prices, January 14, 1936 (cents)

Markets	Flour (lb.)	Macaroni (lb.)	Wheat cereal (28-oz. pkg.)
United States	4.9	15.3	23.9
New England:			
Boston	4.7	14.6	23.8
Bridgeport	5.7	16.6	25.1
Fall River	5.1	16.6	21.9
Manchester	5.5	17.4	26.0
New Haven	5.4	16.1	23.6
Portland, Maine	4.8	17.8	23.8
Providence	4.9	14.8	22.3
Middle Atlantic:			
Binghamton	5.1	18.8	28.0
Buffalo	5.2	16.9	23.6
Newark	5.0	15.3	22.9
New York	5.5	16.8	23.3
Philadelphia	5.0	15.2	24.9
Pittsburgh	4.5	15.8	23.5
Rochester	5.3	15.0	23.2
Scranton	5.1	16.9	23.8
East North-Central:			
Chicago	5.0	13.1	25.1
Cincinnati	4.7	15.2	22.7
Cleveland	4.9	15.9	22.7
Columbus	4.2	16.7	22.6
Detroit	4.9	14.4	23.6
Indianapolis	4.6	14.9	25.8
Milwaukee	4.7	13.8	24.3
Peoria	5.2	13.3	26.7
Springfield, Ill	5.4	12.4	26.9
West North-Central:			
Cedar Rapids	5.1	15.2	23.7
Kansas City	4.6	16.5	23.3
Minneapolis	5.0	13.8	22.1
Omaha	4.8	18.3	24.9
St. Louis	4.9	16.0	25.9
St. Paul	5.1	13.9	23.5
Sioux Falls	4.3	13.4	25.4
Wichita	4.2	13.0	24.6
South Atlantic:			
Atlanta	5.2	17.1	25.4
Baltimore	4.9	15.3	23.1
Charleston, S. C	5.6	15.4	24.9
Columbia, S. C	5.0	17.9	27.7
Jacksonville	5.8	14.9	26.2
Norfolk	5.2	15.6	25.2
Richmond	5.0	15.5	24.2
Savannah	5.4	16.1	25.0
Washington, D. C	5.4	15.6	23.9
Winston-Salem	4.2	18.5	29.7
East South-Central:			
Birmingham	5.0	13.1	24.9
Jackson, Miss	5.8	18.3	29.3
Knoxville	5.0	12.7	28.7
Louisville	4.7	13.4	26.0
Memphis	5.6	14.5	27.7
Mobile	4.9	17.0	25.5
West South-Central:			
Dallas	5.4	17.0	26.0
El Paso	5.6	17.7	27.4
Houston	4.7	12.9	23.0
Little Rock	4.6	15.8	30.4
New Orleans	6.2	9.7	24.3
Oklahoma City	—	—	—
Mountain:			
Albuquerque	5.3	17.1	24.5
Butte	4.5	16.5	25.3
Denver	3.9	16.6	23.8
Salt Lake City	3.6	17.5	25.4
Tucson	5.1	16.2	23.6
Pacific:			
Los Angeles	4.4	14.7	24.0
Portland, Oreg	4.8	15.5	25.2
San Francisco	4.9	15.7	23.7
Seattle	4.7	17.0	26.2
Spokane	4.0	13.3	22.5

Average Retail Prices, January 14, 1936 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	34.9	30.9	24.6
New England:			
Boston	41.7	32.8	26.8
Bridgeport	41.7	34.9	28.1
Fall River	42.9	32.3	25.4
Manchester	41.6	29.5	26.5
New Haven	44.4	34.4	28.3
Portland, Maine	37.2	31.5	22.4
Providence	41.8	35.6	27.2
Middle Atlantic:			
Binghamton	35.5	30.0	24.1
Buffalo	30.8	27.4	22.5
Newark	41.1	32.6	24.3
New York	38.7	34.9	25.0
Philadelphia	38.7	36.9	26.3
Pittsburgh	31.7	27.0	21.4
Rochester	32.0	27.0	22.7
Scranton	36.1	32.7	27.7
East North-Central:			
Chicago	34.8	32.5	25.9
Cincinnati	36.1	30.6	23.6
Cleveland	30.2	28.6	24.1
Columbus	35.5	29.8	24.4
Detroit	33.9	29.5	24.6
Indianapolis	34.0	26.7	22.7
Milwaukee	31.9	27.3	23.4
Peoria	33.1	26.5	21.4
Springfield, Ill	31.9	23.6	20.7
West North-Central:			
Cedar Rapids	25.1	18.7	17.4
Kansas City	30.1	29.2	20.5
Minneapolis	31.5	28.5	23.1
Omaha	30.4	23.9	19.8
St. Louis	35.5	27.0	22.8
St. Paul	29.9	27.1	22.5
Sioux Falls	26.9	21.7	18.4
Wichita	27.8	21.9	17.2
South Atlantic:			
Atlanta	36.8	30.6	23.4
Baltimore	31.7	28.8	21.9
Charleston, S. C	30.0	27.4	19.8
Columbia, S. C	27.1	21.1	17.3
Jacksonville	31.4	28.0	21.6
Norfolk	32.5	30.2	21.7
Richmond	33.7	29.1	22.6
Savannah	28.5	25.9	18.0
Washington, D. C	36.4	30.3	23.0
Winston-Salem	31.9	26.2	21.9
East South-Central			
Birmingham	31.4	26.6	18.0
Jackson, Miss	34.7	25.8	25.9
Knoxville	30.2	23.8	20.4
Louisville	33.7	27.2	22.2
Memphis	34.2	24.7	18.0
Mobile	29.7	22.2	16.5
West South-Central:			
Dallas	35.0	29.2	21.7
El Paso	30.5	24.2	18.2
Houston	33.4	28.1	19.7
Little Rock	31.0	26.4	18.2
New Orleans	33.2	29.8	19.3
Oklahoma City	—	—	—
Mountain:			
Albuquerque	33.6	25.8	22.1
Butte	25.6	20.5	16.6
Denver	30.4	24.8	20.3
Salt Lake City	28.6	24.3	19.6
Tucson	34.6	27.2	19.7
Pacific:			
Los Angeles	31.4	26.9	19.4
Portland, Oreg	25.1	21.4	16.9
San Francisco	31.1	27.8	18.9
Seattle	29.5	25.9	19.4
Spokane	24.8	20.3	15.6

Beef

LITTLE CHANGE in the price of most beef cuts occurred during the first half of January. Prices of some of the cheaper cuts, such as chuck and plate, continued to increase, but most other cuts stayed at about the same price levels. In comparison with prices on January 15, 1933, prices of plate which is the cheapest cut quoted had increased approximately 60 percent, while the price of sirloin steak the highest priced cut quoted had increased about 30 percent up to January 14, 1936. Plate beef on that date was 17 percent higher in cost than on January 15, 1929, while prices of other cuts of beef were all approximately 20 percent below the 1929 levels.

MOVEMENT of wholesale prices of beef steers in January was very irregular but the January average was below that of December 1935. Wholesale prices of beef carcasses continued to decline throughout December and January, dropping more than 1.5 cents a pound during the 2 months. Recent weakness in these prices together with a drop in pork prices may indicate a decrease in beef prices in the near future. However, no sharp drop in the price of beef can be expected during the next several months. Slaughter supplies may pick up some as a reflection of increased feeding, but the total slaughter is expected to be smaller than last year.

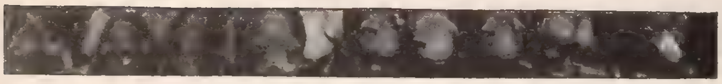
AT THE FARM, prices of beef cattle continued to rise in January. The average U. S. farm price in January was quoted at $6.22 a 100 pounds compared with $6.14 in December and $6.05 in November. A year ago on January 15, 1935, beef cattle were quoted at $5.06. The January 1936 price represented 95 percent of pre-war parity.

Pork Products

ALL HOG PRODUCTS dropped in price during the first half of January, most of the drop occurring very soon after the Supreme Court decision which invalidated the processing taxes. From December 31 to January 14 the average price of pork chops dropped 2.7 cents a pound, lard 1 cent a pound, and whole smoked ham 0.3 cent a pound. As usual the prices of fresh hog products responded more quickly to the change in the wholesale market than did the prices of cured products. Some further falling off in retail prices of hog products may occur.

IMMEDIATE effects of the removal of the hog processing tax, following the January 6 decision of the Supreme Court, were an increase in the wholesale price of live hogs and a decrease in the wholesale price of fresh pork products. Between January 6 and January 31 live hog prices went up 53 cents a hundred pounds; wholesale prices of fresh pork products dropped $1.19. The total amount given back by packers to farmers and consumers (assuming that the reduction in wholesale prices of fresh pork products carries through to consumers) was $1.72, while the total amount given to packers (due to the discontinuance of the processing tax) was $2.25. The difference between these two amounts represented an addition of 53 cents to the packers' margin, increasing it from 18 cents on January 6 to 71 cents on January 31. This margin in the past has averaged around 70 cents.

RISE in the wholesale price of live hogs might have been considerably greater than it was during the 2 weeks following the Supreme Court decision had there not been an increase of about 50 percent in the shipment of hogs to market. Supplies coming to market, of course, have a material bearing both on wholesale prices of live hogs and on consumer prices of hog products.



Average Retail Prices, January 14, 1936 (cents)

Markets	Chops (lb.)	Lard (lb.)	Whole smoked ham (lb.)
United States	32.3	17.9	33.2
New England:			
Boston	30.0	16.6	33.4
Bridgeport	33.5	17.4	33.5
Fall River	32.5	16.1	34.5
Manchester	32.2	16.4	35.5
New Haven	32.2	17.9	34.4
Portland, Maine	30.4	16.4	31.6
Providence	33.0	15.4	33.3
Middle Atlantic:			
Binghamton	35.6	17.1	31.8
Buffalo	33.9	16.4	31.9
Newark	31.8	17.4	31.9
New York	34.8	19.9	33.8
Philadelphia	33.9	17.3	32.9
Pittsburgh	32.7	18.1	33.2
Rochester	31.9	17.1	32.8
Scranton	32.3	17.9	32.2
East North-Central:			
Chicago	32.4	18.7	32.3
Cincinnati	32.5	17.7	32.1
Cleveland	29.4	19.9	33.4
Columbus	32.1	18.4	34.2
Detroit	35.6	16.8	35.5
Indianapolis	30.8	17.2	30.7
Milwaukee	30.0	16.5	32.5
Peoria	31.1	19.5	32.6
Springfield, Ill.	31.2	17.7	32.4
West North-Central:			
Cedar Rapids	28.1	16.8	28.8
Kansas City	30.7	17.3	31.4
Minneapolis	31.1	16.4	32.6
Omaha	29.4	17.3	31.4
St. Louis	30.6	16.8	33.3
St. Paul	29.5	16.4	31.3
Sioux Falls	29.7	17.6	30.5
Wichita	26.5	16.4	29.7
South Atlantic:			
Atlanta	31.5	15.9	31.3
Baltimore	31.4	16.4	33.3
Charleston, S. C	31.8	20.8	33.5
Columbia, S. C	29.4	20.3	30.9
Jacksonville	30.3	20.6	33.1
Norfolk	30.0	17.4	32.6
Richmond	32.3	16.0	34.4
Savannah	29.9	20.7	31.6
Washington, D. C	33.8	15.9	33.4
Winston-Salem	31.9	20.7	32.5
East South-Central:			
Birmingham	29.1	18.6	31.6
Jackson, Miss	31.4	19.8	34.9
Knoxville	30.0	20.6	32.0
Louisville	30.3	17.6	30.5
Memphis	29.4	16.8	30.2
Mobile	28.2	18.9	31.6
West South-Central:			
Dallas	33.6	24.2	33.2
El Paso	31.5	18.2	33.4
Houston	32.1	18.9	30.6
Little Rock	30.1	19.3	33.2
New Orleans	31.3	17.7	32.1
Oklahoma City	—	—	—
Mountain:			
Albuquerque	31.0	19.6	31.2
Butte	31.4	21.5	31.6
Denver	32.0	18.3	33.4
Salt Lake City	34.4	21.2	35.6
Tucson	35.6	20.3	36.5
Pacific:			
Los Angeles	40.1	19.3	33.6
Portland, Oreg	33.9	20.4	34.6
San Francisco	38.0	22.0	36.2
Seattle	35.4	20.9	35.9
Spokane	29.7	20.5	35.6

Average Retail Prices, January 14, 1936 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States	29.0	13.8	22.5
New England:			
Boston	27.4	15.1	18.6
Bridgeport	29.3	11.9	22.8
Fall River	27.4	9.5	20.5
Manchester	27.9	15.8	23.0
New Haven	28.9	12.2	23.0
Portland, Maine	27.2	15.6	21.7
Providence	28.1	11.9	21.1
Middle Atlantic:			
Binghamton	30.3	12.4	25.3
Buffalo	28.5	14.6	24.6
Newark	28.6	15.9	26.0
New York	28.9	12.7	20.6
Philadelphia	30.1	11.1	21.4
Pittsburgh	30.1	15.3	23.1
Rochester	28.1	15.3	24.0
Scranton	30.5	14.3	26.1
East North-Central:			
Chicago	30.9	13.7	26.1
Cincinnati	32.9	17.8	27.4
Cleveland	30.6	15.5	26.4
Columbus	32.5	17.2	28.4
Detroit	30.5	17.1	28.2
Indianapolis	32.1	15.6	24.6
Milwaukee	30.3	13.1	24.2
Peoria	31.2	15.6	25.6
Springfield, Ill	29.8	13.6	22.7
West North-Central:			
Cedar Rapids	28.0	12.2	23.1
Kansas City	27.7	17.5	24.2
Minneapolis	28.8	12.0	23.7
Omaha	26.9	9.9	20.6
St. Louis	29.4	17.8	23.3
St. Paul	26.7	11.7	23.4
Sioux Falls	28.3	10.8	22.3
Wichita	29.7	11.7	20.2
South Atlantic:			
Atlanta	29.3	14.3	19.9
Baltimore	28.3	16.0	23.8
Charleston, S. C	29.1	15.8	22.5
Columbia, S. C	27.0	17.0	20.8
Jacksonville	29.8	14.2	21.6
Norfolk	28.6	11.9	17.6
Richmond	30.5	16.4	24.1
Savannah	29.4	14.1	21.9
Washington, D. C	28.8	13.7	23.5
Winston-Salem	32.9	14.6	23.7
East South-Central:			
Birmingham	30.9	14.7	19.2
Jackson, Miss	31.5	19.0	18.9
Knoxville	29.2	15.0	23.0
Louisville	33.0	20.1	27.1
Memphis	29.9	16.1	21.8
Mobile	32.3	14.3	20.3
West South-Central:			
Dallas	28.8	14.1	18.8
El Paso	28.1	13.9	20.6
Houston	29.6	12.5	18.1
Little Rock	28.5	15.5	21.4
New Orleans	29.5	14.4	17.8
Oklahoma City	—	—	—
Mountain:			
Albuquerque	28.8	14.4	24.3
Butte	28.0	11.8	22.4
Denver	25.5	13.6	20.7
Salt Lake City	28.4	12.1	22.0
Tucson	29.0	14.0	20.2
Pacific:			
Los Angeles	27.6	12.4	22.1
Portland, Oreg	26.1	13.2	21.1
San Francisco	30.4	11.7	20.4
Seattle	29.4	14.1	23.1
Spokane	26.4	11.2	19.8

Lamb

NO DEFINITE TREND in lamb prices appeared during the first half of January. Prices of breast of lamb went up 0.3 cent a pound, prices of chuck dropped 0.5 cent a pound, and leg of lamb remained unchanged.

SUPPLIES of sheep and lamb for slaughter continue fairly large and the recent drop in prices of pork may very likely tend to bring down prices of lambs somewhat during the next few weeks. Lambs represent one of the few farm products which are selling at higher than pre-war parity. The January 15 average farm price of lambs was $8.25 a 100 pounds.

"PARITY PRICE" or "fair exchange value" of lambs on January 15 was $7.40. If farmers had sold lambs at this price in January 1936 they could have bought with the money the same amounts of goods as they bought in the pre-war period from 1909 to 1914. The actual farm price of lambs was 111 percent of pre-war parity, so that farmers could exchange lambs for 11 percent more of goods than they could obtain in the pre-war period.

ONE important factor tending to strengthen lamb prices in recent months has been the improved demand for wool, both in this country and abroad. Wool prices have been advancing and the consumption of wool is exceptionally large both in the United States and in the United Kingdom. Stocks of wool at the end of 1935 in the United States were the lowest in several years.

Poultry and Eggs

HENS went up 0.2 cent a pound in the first half of January while egg prices dropped 1.8 cents a dozen. Both changes were in line with the usual movement of prices at this time of the year.

QUOTATIONS in the wholesale market indicate that egg prices continued to drop through most of January although there was a slight increase in quotations in New York City during the last week of the month.

RECEIPTS of eggs were heavy in December and early January. It seems likely that egg prices in the first quarter of 1936 will be lower than they were in the same months of 1935. Market receipts of poultry on the other hand have been relatively short, the December receipts being the lightest for the month in many years. Small receipts of poultry together with the small supplies of other meats have tended to push up poultry prices. Probabilities are that prices of poultry will continue near their present level for several months.

STORAGE HOLDINGS of frozen poultry on January 1 were substantially below last year's holdings and below the 5-year average.

THE FARM PRICE of eggs on January 15, 1936, averaged 22.8 cents a dozen compared with 25 cents for January 1935. Prices of chickens on January 15, 1936, on the other hand, were higher than for the previous year, averaging 16.5 cents a pound as compared with 12.4 cents a year earlier. The January 1936 farm price of eggs was 67 percent of pre-war parity while the price of chickens was 103 percent of pre-war parity. In terms of parity, prices of chickens and of retail milk were the highest in January 1936, each being 15 percent higher than parity.

Average Retail Prices, January 14, 1936 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States	32.3	38.4
New England:		
Boston	32.0	42.1
Bridgeport	33.2	47.1
Fall River	29.7	42.3
Manchester	33.1	37.0
New Haven	33.4	42.9
Portland, Maine	32.9	38.1
Providence	32.1	41.1
Middle Atlantic:		
Binghamton	32.1	39.4
Buffalo	33.0	39.0
Newark	32.5	43.9
New York	33.6	45.4
Philadelphia	33.7	41.1
Pittsburgh	31.1	40.1
Rochester	31.4	39.1
Scranton	33.8	40.2
East North-Central:		
Chicago	33.0	35.7
Cincinnati	34.3	37.4
Cleveland	35.2	36.4
Columbus	31.0	36.3
Detroit	34.1	34.4
Indianapolis	29.3	34.8
Milwaukee	28.2	29.5
Peoria	31.5	34.7
Springfield, Ill	28.9	33.6
West North-Central:		
Cedar Rapids	25.9	26.5
Kansas City	29.0	31.7
Minneapolis	31.7	30.3
Omaha	28.0	27.6
St. Louis	30.5	33.2
St. Paul	30.8	30.4
Sioux Falls	26.3	24.1
Wichita	28.5	25.4
South Atlantic:		
Atlanta	27.0	39.4
Baltimore	33.4	38.3
Charleston, S. C	27.2	39.7
Columbia, S. C	22.0	41.9
Jacksonville	29.5	43.6
Norfolk	30.2	40.0
Richmond	31.2	39.2
Savannah	26.0	32.4
Washington, D. C	34.4	42.8
Winston-Salem	28.2	38.1
East South Central:		
Birmingham	23.3	32.3
Jackson, Miss	25.0	30.1
Knoxville	25.1	37.0
Louisville	30.7	34.6
Memphis	27.9	29.2
Mobile	24.2	31.4
West South-Central:		
Dallas	28.3	33.5
El Paso	28.8	40.9
Houston	31.1	32.6
Little Rock	24.7	30.4
New Orleans	28.3	30.7
Oklahoma City	——	——
Mountain:		
Albuquerque	27.0	46.2
Butte	26.9	33.9
Denver	30.0	34.1
Salt Lake City	29.6	33.5
Tucson	31.8	38.3
Pacific:		
Los Angeles	35.2	29.4
Portland, Oreg	28.3	26.3
San Francisco	35.6	29.5
Seattle	30.3	30.8
Spokane	26.6	28.2

Average Retail Prices, January 14, 1936 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States	2.3	4.3	3.9
New England:			
Boston	2.4	4.3	4.3
Bridgeport	2.3	4.4	5.0
Fall River	2.1	4.3	3.1
Manchester	2.3	4.8	3.0
New Haven	2.3	4.4	3.2
Portland, Maine	1.9	4.8	3.1
Providence	2.1	4.0	3.1
Middle Atlantic:			
Binghamton	1.9	4.6	2.6
Buffalo	1.9	4.1	2.3
Newark	2.7	4.6	3.7
New York	2.8	4.7	5.1
Philadelphia	2.6	4.5	3.0
Pittsburgh	2.2	4.2	3.4
Rochester	1.8	3.6	2.1
Scranton	2.2	3.9	3.8
East North-Central:			
Chicago	2.2	4.3	4.9
Cincinnati	2.4	4.9	3.3
Cleveland	2.1	4.1	3.5
Columbus	1.6	4.0	2.7
Detroit	1.9	3.5	3.8
Indianapolis	1.9	4.6	3.2
Milwaukee	1.7	3.6	3.2
Peoria	2.0	4.4	4.2
Springfield, Ill	2.0	4.3	3.3
West North-Central:			
Cedar Rapids	1.9	3.5	2.8
Kansas City	2.2	5.0	3.3
Minneapolis	2.1	3.8	4.4
Omaha	1.9	4.8	3.8
St. Louis	2.4	4.3	4.0
St. Paul	1.9	4.0	3.3
Sioux Falls	1.9	4.4	3.4
Wichita	1.9	3.9	3.5
South Atlantic:			
Atlanta	2.6	4.6	3.8
Baltimore	2.4	4.4	4.5
Charleston, S. C	2.6	5.1	3.6
Columbia, S. C	3.2	6.4	4.0
Jacksonville	2.3	4.4	2.7
Norfolk	2.8	4.8	5.0
Richmond	2.7	4.6	4.1
Savannah	2.4	4.5	3.5
Washington, D. C	2.5	4.5	4.8
Winston-Salem	2.7	5.6	4.4
East South-Central:			
Birmingham	2.5	4.8	3.4
Jackson, Miss	2.9	5.0	3.8
Knoxville	2.5	5.2	3.5
Louisville	2.5	4.2	4.3
Memphis	2.3	4.4	3.5
Mobile	2.3	4.1	3.3
West South-Central:			
Dallas	3.3	5.2	4.1
El Paso	2.5	3.9	3.2
Houston	3.1	4.1	2.7
Little Rock	2.4	4.2	3.5
New Orleans	2.7	4.3	3.5
Oklahoma City	—	—	—
Mountain:			
Albuquerque	1.8	4.1	1.9
Butte	2.0	3.7	5.4
Denver	2.1	3.3	3.3
Salt Lake City	1.8	3.3	3.2
Tucson	2.8	3.7	2.6
Pacific:			
Los Angeles	2.7	3.8	2.8
Portland, Oreg	2.5	3.3	5.3
San Francisco	2.8	3.8	6.8
Seattle	2.7	3.6	5.5
Spokane	2.5	4.2	4.9

Vegetables
(fresh)

NO CHANGE appeared in the average price of potatoes during the first 2 weeks of the year but prices of onions and cabbage each increased seasonally.

AT this time of the year the most important fact concerning the outlook for these crops is the amount of stocks in storage. Stocks of potatoes on January 1, 1936 were 30 million bushels less than on January 1, 1935, about the same as the January 1 stocks in 1934 and not far from average. Usually when we have stocks of potatoes about equal to this year's stocks there is not much change in potato prices during the late winter until supplies of new potatoes begin to come on the market in volume. This is generally in April. Some moderate seasonal increase in prices might be expected in a year like this one but any such increase is likely to be very small.

STOCKS of onions on January 1 were somewhat higher than in either of the two previous years. On the other hand shrinkage and other loss of weight seems to be heavier than usual this year. There is a great deal of variation in the keeping quality of onions from year to year. Onions need to be dry and firm to keep well in storage otherwise they get soft and a large percentage of them have to be thrown away when the stock is taken out of storage.

CABBAGE STOCKS are smaller this year than last but about twice as big as stocks in January 1934. Thus there should be plenty of cabbage. Also the production of spring cabbage is likely to be about 50 percent greater than the 5-year average. This is mainly a result of over planting in areas where the freeze was severe last year and where prices were high.

Vegetables (fresh)

LETTUCE dropped in price rather rapidly in the first 2 weeks of January, falling 0.8 cent a head, or 10 percent. This drop appears to have been due to increased shipments of lettuce in early January—shipments at that time were heavier than in the previous year. The total movement of lettuce to date is also ahead of the movement of the crop up to this time a year ago. A plentiful supply of winter lettuce is available, most of which is of excellent quality and growers are getting good yields in many growing sections.

PRICES of spinach also dropped during the first 2 weeks of January falling 0.6 cent a pound. A big crop of early spinach is coming on the market and it is expected the production may be twice as big as last year. It seems certain that there will be plenty of spinach at least and prices will be reasonable.

NO CHANGE was reported in the prices of carrots in the first 2 weeks of the year. It is expected that the spring crop of carrots will be somewhat above the crop of last year and also above the 5-year average. Crop conditions appear to be good, both in Arizona and Texas and increased shipments are in prospect for the next few weeks.

Average Retail Prices, January 14, 1936 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States	7.2	8.1	6.1
New England:			
Boston	8.6	8.4	7.0
Bridgeport	9.2	8.9	7.4
Fall River	6.8	8.5	6.1
Manchester	10.2	8.3	6.4
New Haven	8.3	8.2	6.9
Portland, Maine	9.5	8.6	6.7
Providence	7.7	7.9	7.1
Middle Atlantic:			
Binghamton	9.4	12.7	7.4
Buffalo	7.3	7.7	4.4
Newark	8.8	9.4	7.4
New York	9.4	9.0	8.1
Philadelphia	8.2	8.3	7.1
Pittsburgh	7.7	7.9	5.5
Rochester	8.5	8.2	4.6
Scranton	8.2	8.5	6.1
East North-Central:			
Chicago	7.2	9.5	6.6
Cincinnati	7.3	8.7	5.9
Cleveland	7.3	8.2	6.1
Columbus	9.0	9.1	5.8
Detroit	7.0	8.3	6.2
Indianapolis	7.3	8.0	5.7
Milwaukee	6.7	8.9	6.0
Peoria	6.1	9.8	6.6
Springfield, Ill	6.6	10.0	7.4
West North-Central:			
Cedar Rapids	7.8	12.0	5.9
Kansas City	7.0	8.0	5.9
Minneapolis	7.9	10.5	6.3
Omaha	7.0	9.8	6.3
St. Louis	7.4	7.7	6.5
St. Paul	8.5	9.9	6.5
Sioux Falls	7.5	10.9	6.8
Wichita	7.1	8.8	5.6
South Atlantic:			
Atlanta	8.2	8.4	7.6
Baltimore	8.7	10.0	7.7
Charleston, S. C	9.6	10.5	8.4
Columbia, S. C	9.6	11.5	9.2
Jacksonville	8.4	11.4	9.0
Norfolk	9.3	6.4	6.5
Richmond	8.4	9.5	7.9
Savannah	9.0	8.6	8.9
Washington, D. C	8.5	8.9	7.6
Winston-Salem	11.1	13.0	9.4
East South-Central:			
Birmingham	7.4	8.2	6.9
Jackson, Miss	5.0	9.9	5.0
Knoxville	6.1	11.9	7.5
Louisville	7.4	8.0	6.2
Memphis	5.1	5.8	5.3
Mobile	8.2	9.3	4.8
West South-Central:			
Dallas	6.2	9.5	5.6
El Paso	4.6	5.1	2.6
Houston	5.1	7.0	5.0
Little Rock	5.7	7.1	5.6
New Orleans	6.7	8.9	3.8
Oklahoma City	—	—	—
Mountain:			
Albuquerque	6.2	8.5	4.8
Butte	0.2	11.6	7.8
Denver	8.0	7.1	5.0
Salt Lake City	8.7	9.1	3.5
Tucson	2.1	6.6	2.7
Pacific:			
Los Angeles	4.8	3.6	3.4
Portland, Oreg	6.0	9.8	4.7
San Francisco	4.5	4.8	2.6
Seattle	7.3	8.0	5.5
Spokane	9.2	9.6	5.8

Average Retail Prices, January 14, 1936 (cents)

Markets	Apples (lb.)	Bananas (doz. lb.*)	Oranges (doz.)
United States	5.4	*6.6	30.3
New England:			
Boston	5.4	*6.8	33.4
Bridgeport	5.5	*6.3	34.0
Fall River	5.5	*6.7	32.4
Manchester	5.1	*6.7	35.7
New Haven	5.1	22.4	32.5
Portland, Maine	4.5	*7.5	32.6
Providence	5.5	*6.3	33.5
Middle Atlantic:			
Binghamton	5.5	27.0	34.0
Buffalo	4.4	25.6	31.7
Newark	6.0	23.5	35.6
New York	6.5	23.5	35.0
Philadelphia	4.9	20.0	31.0
Pittsburgh	5.0	25.9	30.4
Rochester	4.2	23.1	30.8
Scranton	3.7	20.7	33.7
East North Central:			
Chicago	6.2	*7.5	33.6
Cincinnati	5.6	*6.9	31.3
Cleveland	5.8	*6.7	31.0
Columbus	5.3	*6.1	34.9
Detroit	5.1	*6.3	33.1
Indianapolis	5.4	*7.0	30.0
Milwaukee	5.7	*6.9	30.1
Peoria	6.6	*7.6	31.6
Springfield, Ill	4.9	*7.4	35.7
West North-Central:			
Cedar Rapids	4.8	*7.5	30.8
Kansas City	5.5	*7.4	34.4
Minneapolis	6.7	*7.9	35.3
Omaha	5.8	*8.3	31.5
St. Louis	6.3	*6.8	30.2
St. Paul	6.6	*8.3	34.1
Sioux Falls	6.3	*8.2	33.5
Wichita	6.1	*8.6	32.1
South Atlantic:			
Atlanta	5.0	21.0	25.3
Baltimore	5.2	20.7	31.6
Charleston, S. C	5.5	21.0	22.4
Columbia, S. C	4.1	*7.3	25.9
Jacksonville	5.6	17.2	21.7
Norfolk	5.4	24.5	32.9
Richmond	5.9	25.6	29.7
Savannah	4.9	22.8	22.4
Washington, D. C	5.4	22.1	31.3
Winston-Salem	5.0	*7.1	30.9
East South-Central:			
Birmingham	4.0	*5.4	24.3
Jackson, Miss	—	*5.1	28.5
Knoxville	4.4	*5.7	26.2
Louisville	5.4	*7.0	30.6
Memphis	5.2	*5.9	29.2
Mobile	6.0	16.5	27.7
West South-Central:			
Dallas	5.9	*6.4	38.1
El Paso	6.2	*5.8	27.5
Houston	—	17.2	30.9
Little Rock	5.8	*5.8	26.1
New Orleans	—	*4.4	27.9
Oklahoma City	—	—	—
Mountain:			
Albuquerque	7.7	*7.0	29.5
Butte	5.2	*9.6	31.8
Denver	5.5	*8.4	30.8
Salt Lake City	5.3	*7.9	23.4
Tucson	5.5	*6.0	16.4
Pacific:			
Los Angeles	6.7	*7.0	16.8
Portland, Oreg	4.2	*7.6	27.2
San Francisco	4.6	22.8	25.6
Seattle	3.9	*7.2	27.8
Spokane	3.5	*8.8	32.1

Fruit

A SLIGHT DROP in apple prices from 5.5 cents a pound to 5.4 cents a pound occurred between December 31 and January 14. This change is rather unusual in the middle of winter. Storage holdings of apples on January 1 amounted to about 29 million bushels compared with 27 million bushels on January 1, 1935, and a 5-year average of about 26 million bushels. This would indicate that no marked seasonal rise in prices should be anticipated during the rest of the winter and spring. On the whole it seems likely that apple prices will stay around their present levels for some time.

CARLOT SHIPMENTS of apples to date are about 3,000 cars less than last year but this is probably offset by much heavier movement of apples by motor truck from the eastern apple sections. The export demand for apples is much better than last year on account of a very poor crop in Europe.

ORANGES decreased 0.6 cent a dozen during the first 2 weeks of the year. The total orange crop this year is less than the record crop of a year ago but is still well above average. The winter and spring crop of California navels and Florida and Texas oranges is fairly large. Shipments of oranges in early January were above those of the previous year.

LOW TEMPERATURES were reported in Florida in December but apparently caused no serious injury to citrus fruit. The crop is somewhat unevenly distributed however because of the freeze damage a year ago and is much less than the crop which would have been produced this year if last year's freeze had not occurred. Conditions continue favorable in Texas—trees are reported in excellent condition and the moisture supply is very good. Mild rains and fairly moderate temperatures in Arizona benefited the citrus crop.

Average Retail Prices, January 14, 1936 (cents)

Markets	Corn #2 can	Peas #2 can	Tomatoes #2 can (#2½*)	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can
United States	11.4	16.2	9.3	19.0	22.5	22.5
New England:						
Boston	12.9	16.5	11.5	19.1	22.9	22.1
Bridgeport	13.5	19.9	11.9	20.2	24.9	22.9
Fall River	10.9	17.0	9.2	19.3	22.0	22.6
Manchester	12.3	17.0	10.5	20.8	24.5	23.6
New Haven	13.7	17.0	10.8	20.1	24.5	23.4
Portland, Maine	12.2	16.6	10.0	20.9	24.4	23.6
Providence	10.8	17.7	9.0	19.2	20.1	22.3
Middle Atlantic:						
Binghamton	11.8	17.0	11.0	21.9	24.0	24.0
Buffalo	12.2	15.5	10.1	20.2	22.8	22.9
Newark	11.0	16.8	8.9	17.0	19.9	20.5
New York	11.8	15.8	9.4	17.6	21.2	21.0
Philadelphia	10.9	14.6	9.2	17.2	19.9	20.9
Pittsburgh	10.8	16.2	9.6	19.3	22.4	22.8
Rochester	12.6	16.7	10.4	20.7	23.6	22.8
Scranton	12.3	16.9	9.2	18.6	20.9	22.6
East North-Central:						
Chicago	11.3	15.5	10.2	22.1	25.0	25.0
Cincinnati	12.2	15.8	11.2	19.5	24.0	23.5
Cleveland	12.1	17.3	9.9	21.0	23.4	24.0
Columbus	11.4	17.1	10.0	20.9	25.8	24.8
Detroit	10.6	17.7	9.2	20.1	23.1	23.4
Indianapolis	10.3	15.7	8.9	19.3	26.0	23.3
Milwaukee	10.9	14.5	9.9	21.2	20.1	24.6
Peoria	12.9	17.0	10.3	22.8	25.6	24.7
Springfield, Ill	12.1	18.4	10.9	22.8	26.3	24.6
West North-Central:						
Cedar Rapids	10.9	17.2	10.1	21.8	22.1	23.6
Kansas City	10.0	15.2	8.8	19.4	23.5	23.3
Minneapolis	10.6	15.6	10.4	21.8	24.3	24.8
Omaha	11.1	15.9	10.0	20.8	23.4	23.5
St. Louis	10.6	18.1	8.9	19.5	23.8	23.1
St. Paul	11.5	15.2	10.2	21.8	22.6	24.0
Sioux Falls	10.8	15.0	10.1	21.4	23.7	24.0
Wichita	10.4	17.7	9.0	18.5	23.8	22.0
South Atlantic:						
Atlanta	11.3	17.9	8.9	20.7	23.4	24.2
Baltimore	12.4	15.5	8.4	17.5	21.0	20.2
Charleston, S. C	10.5	17.1	8.4	18.5	22.1	22.8
Columbia, S. C	12.3	19.0	8.5	19.8	24.6	22.9
Jacksonville	11.9	16.4	8.2	17.7	22.7	22.3
Norfolk	11.5	14.4	7.4	20.3	23.9	24.0
Richmond	11.9	17.9	7.0	18.9	23.7	23.7
Savannah	11.8	18.4	8.4	19.8	23.9	23.2
Washington, D. C	10.7	15.4	7.8	17.4	22.6	21.0
Winston-Salem	12.7	22.0	9.3	23.3	25.8	26.7
East South-Central:						
Birmingham	10.8	15.3	8.3	19.4	21.0	24.5
Jackson, Miss	13.8	19.2	9.9	23.4	24.2	24.6
Knoxville	12.4	16.7	8.6	20.2	23.2	23.4
Louisville	11.5	16.2	9.9	20.7	24.7	23.5
Memphis	10.6	16.3	8.6	18.6	22.4	21.8
Mobile	11.6	17.2	8.1	17.6	20.3	19.4
West South-Central:						
Dallas	11.9	19.5	9.2	20.8	26.2	24.6
El Paso	13.0	19.6	9.2	20.7	23.8	23.5
Houston	10.8	16.3	7.3	17.1	20.4	20.6
Little Rock	11.2	16.1	8.6	20.4	24.2	25.0
New Orleans	11.6	18.9	8.8	18.7	24.3	22.1
Oklahoma City	—	—	—	—	—	—
Mountain:						
Albuquerque	12.3	19.8	11.6	21.6	25.2	24.6
Butte	12.2	15.5	10.6	19.4	22.0	24.5
Denver	10.6	16.1	10.1	20.3	22.5	23.3
Salt Lake City	10.9	16.4	7.6	21.5	24.4	22.9
Tucson	11.3	14.9	*11.9	17.9	20.6	20.4
Pacific:						
Los Angeles	11.7	15.7	*11.2	15.6	18.7	18.7
Portland, Oreg	12.8	17.5	*14.0	19.4	20.8	21.6
San Francisco	12.6	15.6	*12.2	16.7	19.2	19.7
Seattle	13.8	17.5	*13.0	20.0	21.1	21.6
Spokane	13.1	18.3	*16.7	21.7	23.5	23.7

ARE FOOD PRICES TOO HIGH?

[Concluded from page 7]

consumption at least that quantity of foodstuffs which past experience has shown to be the normal per capita consumption in this country.

THESE normal per capita food requirements are only what the history of recent years has shown that we do consume. They are not the food supply which we could consume and which we should be able to consume if we are to continue to use the word prosperity in our economic vocabulary. Studies of the Bureau of Home Economics indicate that if those 7½ million nonfarm families, which in 1929 could not spend enough to meet minimum food requirements with a margin of safety, could now have enough income to make such expenditure possible, very substantial increases in the demand for agricultural products would result. Output of fresh fruits and vegetables, excluding potatoes, could be increased by more than 40 percent to meet such an enlarged demand; eggs and butter would increase almost as much; one-third more milk would be required than is now consumed; and the consumption of meat would increase by about 20 percent.

INCREASED agricultural output to meet these larger demands will undoubtedly result if industry can adopt abundance as its goal. All economic interests have a stake in finding the balanced relationships that will bring that about. The consumer interest has a most vital concern in it. And the consumer interest, like all these others, will not find its objective if it works in a vacuum.

CONSUMERS, however much they may feel to the contrary, are not concerned solely with getting lower prices. Their chief concern should be for increased quantities of both farm and factory products at prices which the consumer can afford to pay.

CONSUMERS' best interests will be served when consumers concentrate upon increased production as their major goal. Other interests share this goal, but it is peculiarly the consumer's. Other economic groups are confronted with difficulties which prevent them from consistently working toward this end, to the exclusion of all other goals. Business considerations, they are called, questions that turn upon the rate of profit, the rate of return on investment, the wage rate, selling prices per pound or per ton, direct and overhead costs per unit of output. These are real questions, and it is the part of business, financial, and labor leaders to answer them. But it is the part of the consumer to demand that these questions be answered on the side of MORE, not LESS, that restriction of output be not invariably the solution dictated by business expediency.

IF the consumer interest does not voice this demand, no other will. It will be displaced again and again by the pressure of more immediate practical problems. In the consumer economy, physical units of output are the end in view, prices are the means to that end.

FARMERS are ready to meet the consumer demand for greater output. They will respond with that greater quantity of foodstuffs which we need and have needed when industry, expanding through increased output the income of city consumers beyond the inadequate normal of past years, makes it possible for consumers to pay farmers to expand their production.

"RAISINSEED oil may some day occupy a regular place on your table beside the vinegar cruet", says a trade journal. Those modern alchemists, the researchers in by-products, have been at it again and have developed this new edible oil.

PAINTERS like it for canvas because it spreads rapidly and dries slowly. Epicures esteem it for salads and cooking. Growers use it to keep seeded raisins from sticking together and to make them shine. California growers used to be embarrassed by about four tons of raisin seed a year, which they couldn't do anything with. Now a firm collects the seeds and washes off the pulp that sticks. They recover alcohol and brandy from the wash water. Then they cure, grind, cook, and press, the seeds, just as if they were cottonseed. About 15 percent of the weight is oil. The remaining cake is used for feed, fuel, or fertilizer.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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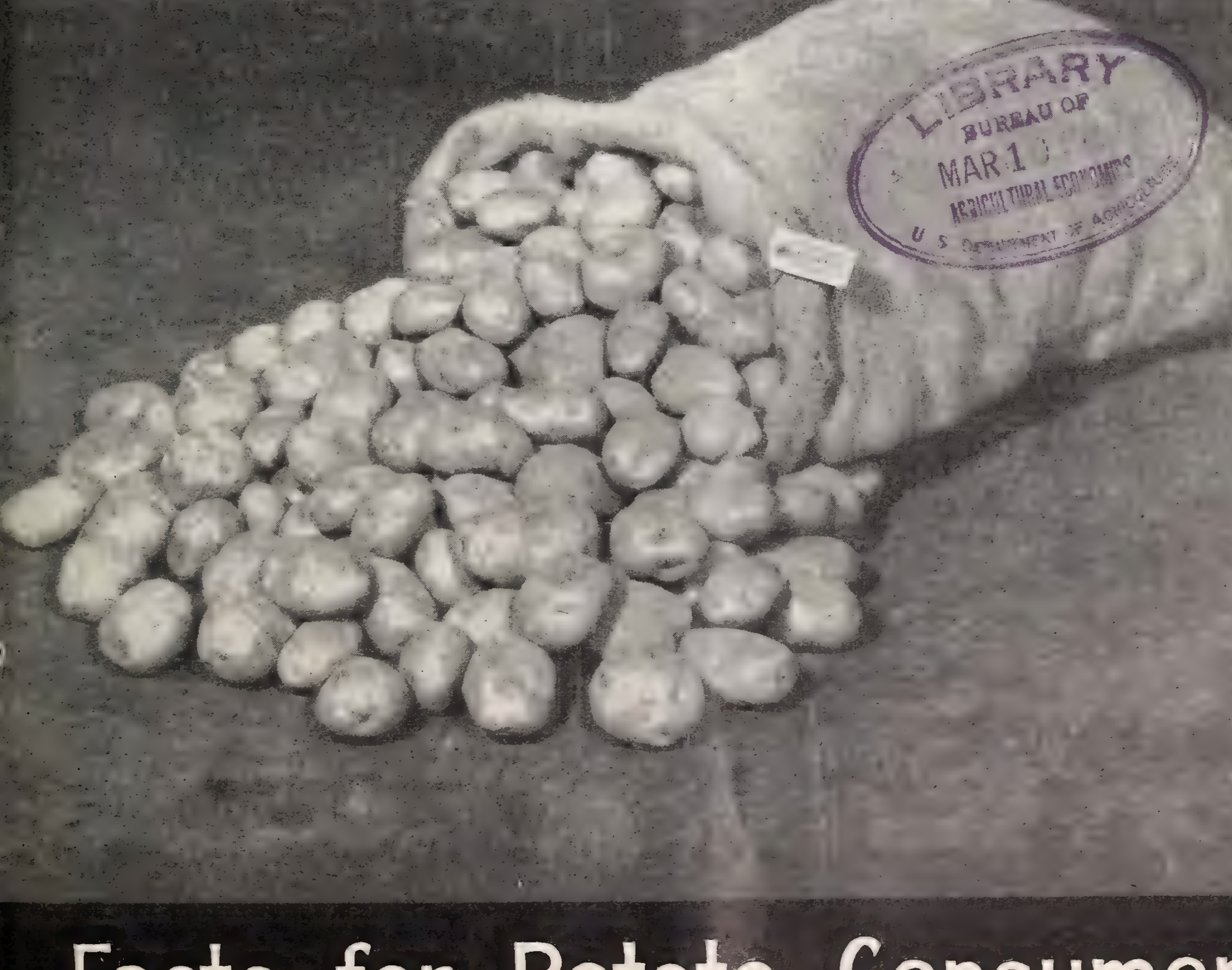

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Facts for Potato Consumers

Consumers' Queries and Comments

> "I am sure that neither the federal government nor the farmers will want to stand so very long for a program if it would mean the production of a subnormal quantity of food for the American public, and a reduced net income for the farmer."
>
> Henry A. Wallace
> Secretary of Agriculture

CONSUMERS' interests have a new interpreter and defender in Clarence E. Ayres who succeeded on February 4 to the post of Director of the Consumers' Division of the Department of Labor, left vacant by Walton H. Hamilton, recently appointed head of the Social Security Board's Bureau of Research and Statistics. "During the organization of the Consumers' Division", reports Mr. Hamilton, "Mr. Ayres was drafted to assist me in an advisory capacity. Since, he has kept in continuous contact with the Division and done other valuable work in relation to price studies. In his return to the Division on a full-time basis, the consumer receives a guarantee that he will be represented with courage, ability, and integrity, while industry, with whose affairs the destinies of the consumer are closely linked, will recognize him as fair, as an expert, as a friend who pleads for no special interests." Since 1930 Mr. Ayres has been professor of economics at the University of Texas.

CONSUMERS' right to know what they are buying has just been acknowledged by The Retail Trading Standards Association, a British trade association, which has published "The Intelligent Woman's Guide to Shopping." A set of trade terms have been agreed upon by members of the Association, and if a woman consumer reads their book and shops in their stores with this book under her arm for frequent reference to the meaning of the "descriptive labeling", she stands a better chance of getting her money's worth. Most of the book is devoted to "Standards of Retail Practice." These include interesting statements of what is meant by various trade terms. "A bedroom suite does not include the bedstead, even though it is made to match and may be shown with the suite"; and "'Hudson Seal' is an American name for seal-dyed musquash." Perhaps British consumers—like American consumers—would have even more reason to be grateful if the labels themselves were more informative, or better still, if goods were graded to eliminate the necessity of learning the meaning of terms that vary from year to year and from commodity to commodity.

LAST summer we suggested the idea that consumers test the money value of ice cream by weighing pints or quarts of the ice creams they like and figuring the price of each per pound, using 4½ pounds to the gallon as a minimum yardstick. A dealer in New York now writes: "I intend experimenting with the sale of ice cream by weight. I would like to know what you think of this." Helping consumers to buy by known facts on quantity and quality should score high with careful consumers. Both standards, however, are important.

ALL SAUSAGE is not Government inspected. This is probably news to many consumers besides one in Wisconsin who writes us: "My dinner partner last evening happened to be a sausage maker. He told me that of some 40 sausage-making plants in my city, only 3 were Government inspected; that even the local sausage plants of some of the large packers were not Government inspected. This certainly was a revelation to me, and afterwards I found that the rest of the people were as much astonished as I." Sausage made in an establishment operating under Federal meat inspection either bears the round purple inspection mark on the product or the inspection legend on the label. Some States and many cities have local meat inspection forces which conduct inspections in the State or city. Assure yourself that the sausage has been inspected.

CONSUMER movies are making bows. The Department of Agriculture has released "Canning and Grading Lima Beans" —to give you a look-in on the preparation for market of one of the important standbys of the family market basket—and "Farm Women's Markets." You read the story of some of these markets in the October 14, 1935, issue of the GUIDE. Here's a chance to see this success story in pictures. All of the markets that parade before you are home demonstration club markets. Use of these films can be had for the asking, plus cost of postage to and from Washington.

Facts for Potato Consumers

See-sawing potato supplies and prices alternate their punishment to consumers and farmers. How can consumers be assured of adequate supplies, and farmers of fair returns?

TWO hundred years ago, it is told, when the people in a European city were threatened with a food shortage, a potato enthusiast urged his townsmen to use that vegetable for food. So great was the popular suspicion of potatoes that it was not until they were disguised in a kind of soup that the hungry of the town would accept them.

TODAY this once suspect vegetable has become a great national problem. Prized by rich and poor as the essential ingredient of at least one meal a day, potatoes have achieved the status of the most important vegetable crop commercially produced, and one upon which a large share of our farm population depends for their own food or for their major, if not sole, source of income. These farmers want to know why they cannot make a better living out of supplying a food that is in such great demand, and why they always receive lower prices for producing more. Consumers want to know why they cannot have all the potatoes they want at cheap prices when farmers are so ready to produce them.

POSING a problem such as this is far simpler than solving it. If people were concerned solely with getting all the food and other things they need, the solution might be easier. But in this country we produce according to the rule, not of what people need, but of what can be sold. So long as that is the prevailing business rule, farmers must work by it, too. Consumers cannot well expect farmers to provide all the potatoes consumers would like to have when nobody is seeing that farmers are provided with all they would like to have. Solving our potato problem, then, is finding a way to protect farmers' income as well as providing an adequate supply of potatoes for consumers.

Potatoes are propagated commercially from a slice which has at least one "eye". Seed potatoes, specially raised, are best when grown at high altitudes or in northern areas.

HOW much consumers spend for potatoes is a matter of concern to millions of farmers, but especially to those who count on their sale of potatoes to make up the bulk of the family income. About half of the farms of the country reported in 1934 that they had produced potatoes that year. A large number of these farms, however, produced for home consumption or to sell only small amounts to add a little supplementary cash to the family exchequer. The bulk of the potatoes which city consumers purchased in 1934 and 1935 were marketed by about one-tenth of all the farms, or some 600,000.

CHAMPION in the quantity of potatoes produced in 1934 was Maine. Fourteen of every

Planting of potatoes goes on in some part of the country practically all year. From the extreme south of Florida and Texas, where planting starts in the fall so that potatoes can be harvested before frost nips them, planting moves up and across the country with warmer weather.

100 bushels were grown in that State. Next in importance that year came New York, with 10 out of every 100. Michigan followed with 9, Pennsylvania and Wisconsin each with 8, Idaho with 6, Minnesota with 5. These States produced about 60 percent of all the potatoes grown in 1934. This percentage varies from year to year, but it is to the farmers of these seven States that city consumers look for the most important part of their supply of potatoes.

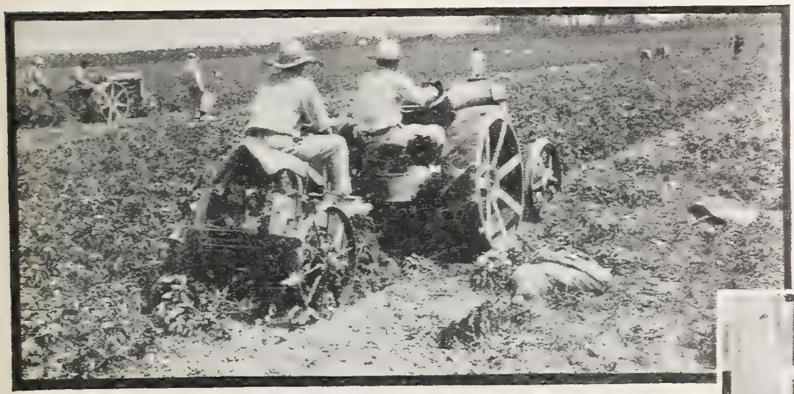
NOT all the potatoes grown come to market. That is an important fact to bear in mind because prices which consumers pay and farmers receive for marketed potatoes are affected by the total production of potatoes. Some which do not reach markets are saved for seed. Some are kept on the farm for human food. The amounts used for these purposes vary from year to year. In 1934 about a quarter of all the potatoes produced were used on the farm for food or seed. In addition to these necessary deductions from the supply, many more bushels each year fail to find their way to city grocery stores because of one kind of waste or another. In years of big crops, millions of bushels may be left to rot in the ground or spoil in storage because the prices which farmers receive are too low to pay them to harvest their extra bushels or to ship them to market even when harvested. In the average year only 60 to 65 pounds out of every 100 pounds produced are sold or available for sale.

EIGHTEEN months is the usual marketing period of one crop, thanks to the medley of climates and the long distance marketing organization we have in this country. Starting in December when farms in southern Florida and Texas begin shipping small amounts, the marketing season moves up and across the country with the warm weather. Other southern States join the procession to market along in March. Peak shipments of the "early crop" from some 12 southern areas come in May and June. "Intermediate crop" areas then come to the rescue of potato enthusiasts, sending heaviest supplies to market in July. Chief shippers in this period are the farmers on the eastern shore of Virginia. Major potato supplies come from the "late-crop" northern States which usually produce about four times as much as the early and intermediate crop areas. Heaviest shipments from the late crop reach consumer markets each month from September until May of the following year.

OLD CROPS of most vegetables are cleaned off the market before new crops arrive. This does not happen with potatoes. During the first half of 1936, for instance,

Loss of potatoes due to parasites and disease has been cut in half in the last twenty years, as farmers have learned better control measures. Here the farmer is spraying against attacks by beetles and blight.

a new crop will be competing with potatoes harvested months before, in 1935. This happens because potatoes properly matured do not have to be sold right away as do many vegetables, but can be stored for months before they are marketed. Those thin feathery-skinned "new" potatoes you find on spring markets are not mature when they are dug out of the ground. While they are coming to market, old ones—thicker skinned, less watery, more mealy—are making the trip, too, but from warehouses or farmers' bins. "Old" potatoes were mature when harvested and stored from the previous summer's crop, to be sent to market when needed.



Harvesting of the early crop starts in a small way in December. Supplies from this crop move to market in increasing volume until June. Marketing of intermediate crop potatoes reaches its peak in July. Late crop potatoes supply consumers' markets from then until the late spring of the following year, overlapping in their last months "new" potatoes from the early crop of the next year.

EVER since this vegetable, a native of central South America, was first grown in northern countries, experimenters have been busy at work developing new varieties. Today there are hundreds, each one prospering best under certain conditions. To consumers who count their food values one variety is interchangeable with another. Nor is it certain that there is much to distinguish the food value of "new" potatoes from "old" ones. Both old and new are good in the hundred and one ways we serve potatoes, but the old ones have the edge for baking and mashing because they are more mealy.

CHIEF constituent of potatoes is water. The average spud is close to four-fifths water. Substantial food values, nevertheless, come in this relatively cheap food packet, and one suggestion the nutrition experts give in a low-cost food guide is to book potatoes every day in the week. Rich in starch, they rate high as an energy and body-building food. While sweetpotatoes are richer in vitamins in general, the white potato contains enough vitamin C to be important because of the quantities most of us eat.

CONSUMERS' ultimate goal for all foods is a supply big enough so that everyone can have a liberal diet, and not just during one year but continuously year after year. Not even in prosperous days have we approached that goal. How fast we can build toward that ideal standard depends not alone on the cost of foods, or on the amount consumers have to spend for them, or on how intelligently we select our foods for a balanced diet on a liberal level, but also on whether farmers are receiving sufficient returns to keep on producing the quantities of food desired.

About three-quarters of all potatoes are marketed according to U.S. grades. Some States make the use of these grades compulsory. Grading by recognized standards protects both shippers and buyers by providing a basis on which disputes and heavy losses can be avoided. Unless consumers make their purchases from the original containers, they cannot tell whether or not they are getting U.S. graded potatoes or what grade they are buying.

NUTRITIONISTS have drawn patterns for the liberal diet. They have measured the vitamins, minerals, carbohydrates, proteins, and other nutrients necessary to make up such a diet. They have suggested assortments of foods which will provide such nutrients. But when it comes to measuring the quantity of one particular food which should be available if all consumers were to have a liberal diet, they cannot set any rigid figure. How many potatoes we should have on any idealistic standard, therefore, may vary within wide limits.

WHAT we can measure, at least approximately, is the quantity of potatoes which is ordinarily available for market. Every year farmers report to the Department of Agriculture on January 1 how many bushels of the previous year's crop they have sold and how many are still on their hands unsold. The total of these two figures does not represent the amounts which consumers actually buy, since between the grower and the consumer there is an unknown amount of waste, but it is the nearest approach we can make to an estimate of consumption.

AVERAGE supply of potatoes available for market during the years 1925 through 1929—relatively flush years for consumers—came to about 145 pounds. In the years 1929 through 1933, when consumers' capacity to buy was on the toboggan, the average was about the same. Compared with 15 years ago, we are now consuming slightly fewer potatoes.

THESE averages cover up one of the most important facts about supplies—that there are wide variations between different years. In 1922, for instance, when production was greater than in any of the past 15 years, there were available for market close to 180 pounds per person. Only 3 years later, production was smaller than in any of these 15 years and supplies per person averaged only 130 pounds.

SUPPLIES of potatoes make these wide swings up and down, and so do prices which farmers receive and consumers pay. In reward for producing supplies far above average in 1922 farmers received about 69 cents a bushel for the potatoes they sold, while in 1925 when supplies were below average, they got $1.66 per bushel, almost a dollar more.

SEE-SAWS of large supplies and low farm prices followed by small supplies and high farm prices raise serious problems for consumers who look toward the day when everyone will have a liberal diet. They raise problems, too, for farmers, working within our system of earning a living by producing according to what will sell and not according to what people need.

BALANCING the see-saw so that consumers are assured an adequate and stable supply, and farmers a fair price, is easier imagined than put into practice. How many potatoes consumers get in a year and at what price are influenced by many different things, some of them controllable, some not.

WHEN farmers decide how many acres they are going to plant to potatoes, for instance, they are influenced by the prices which they received for their last year's crop. To some extent, prices received for their crop 2 years before also influence farmers' plans for new plantings. If those prices were good, the chances are that farmers will be disposed to plant more acres of potatoes—hoping that those good prices will continue and that the farm family exchequer will be swelled by returns from a larger crop. If potato prices were poor, farmers are apt to plant fewer acres.

WEATHER, farmers' capricious partner, sometimes comes in to disturb the best laid plans. How many potatoes we get depends about as much on the yield per acre as on the number of acres farmers plant. Weather has much to do with the yield. The kind and amount of fertilizer used is important, too. For instance, the same number of acres were planted in 1919 and 1920, but there was an increase of close to 22 bushels per acre in the latter year, with the result that in 1920 production was 72 million bushels greater.

IF IT were possible to stabilize the number of acres planted to potatoes, the highly variable yield per acre would remain uncontrollable. There can be no assurance, therefore, that total production can be stabilized.

PRICES which consumers must pay for potatoes depend not only on how many potatoes are produced but also on consumers' purchasing power. Consumers' ability to buy a certain quantity of potatoes, in turn, depends on many things: the family income, the cost of other commodities, the family's liking for potatoes as compared with other foods, and so on. To standardize or stabilize all these important links clearly is impossible.

Getting Straight with your Marketman

These actual conversations with food dealers, reported to us by consumers, reflect some current stories about food prices. For the information of consumers we are presenting here, in condensed form, the facts as they really are. Fuller explanations may be found in other articles which have appeared in the CONSUMERS' GUIDE from time to time.

Production control programs and processing taxes under the Agricultural Adjustment Act ceased with the United States Supreme Court decision of January 6, 1936. Confusion as to the part these programs played in food price increases goes on.

One of the aims of the AAA was to raise farm prices to a point where farmers could function in fair relation to other producers. Naturally such a program also raised consumer prices of food products affected by the AAA programs.

The AAA did not disclaim responsibility for the part of food price increases for which it was responsible. But the AAA programs proved an easy explanation for price increases caused by drought or other natural factors, by increased labor costs, or by the trade taking advantage of consumers' increased ability to pay.

The purpose of these pages is to inform dealers and consumers as to the distinction between one kind of price increase and another. If you have some questions not answered here, send them to the CONSUMERS' GUIDE.

The consumer's question:

"What puts butter so far out of my reach? Another plow-under policy in the Government?"

The marketman's answer:

"I guess so. They tell me the farmers had too much milk and cheese and butter and they had to put a stop to it."

The facts:

There has been no Government restriction of dairy production, unless Federal assistance in elimination of tubercular cows, cattle afflicted with Bangs disease, and purchase in 1934 of those threatened with starvation by drought should be considered restriction.

The chief reason for increase in the price of butter is last year's increase in the cost of feed, caused partly by the AAA but preponderantly by the drought, which raised the cost of producing milk and reduced the volume of dairy production. But with this year's abundant production of feed suitable for dairy cows, Government estimates indicate that the total milk production during the 12 months ending June 1936 will be large. If the usual 45 percent of our milk is used for butter making, we will probably have more butter for domestic use than we had in 1934-35. Under these circumstances dairymen may have more justification for complaining about prices being too low than consumers have for complaining about prices being too high.

The consumer's question:

"I suppose pork's so high because of the way the Government slaughters the little pigs, isn't it?"

The marketman's answer:

"Yes. It wouldn't be so bad if things were scarce because of acts of Providence, but this way prosperity comes high."

The facts:

The purchase of 6 million pigs and sows in 1933 has no bearing on the pork situation now, except that it kept the present supply from being still smaller. If these pigs had been fattened for sale instead of being killed at light weights, they would have been marketed early in 1934. Since pigs are marketed at an average age of 9 months they would by now have been consumed, and the drought-scarcened 1934 grain supply would have been still shorter by the 60 to 70 million bushels of corn which would have gone into their feeding. As it was, the 270 million bushels of corn stored under the Government's corn loan program helped to ease the 1934 drought shortage of feed.

We probably passed the lowest post-drought point of pork supply last fall. Estimates indicate that 31 percent more pigs were produced in the months between June and December 1935 than in the same months in 1934, and these pigs will start to market late this spring. Beginning in the late spring and increasing into the fall of 1936, consumers can expect real relief from the pork shortage through which we have been passing.

The consumer's question:

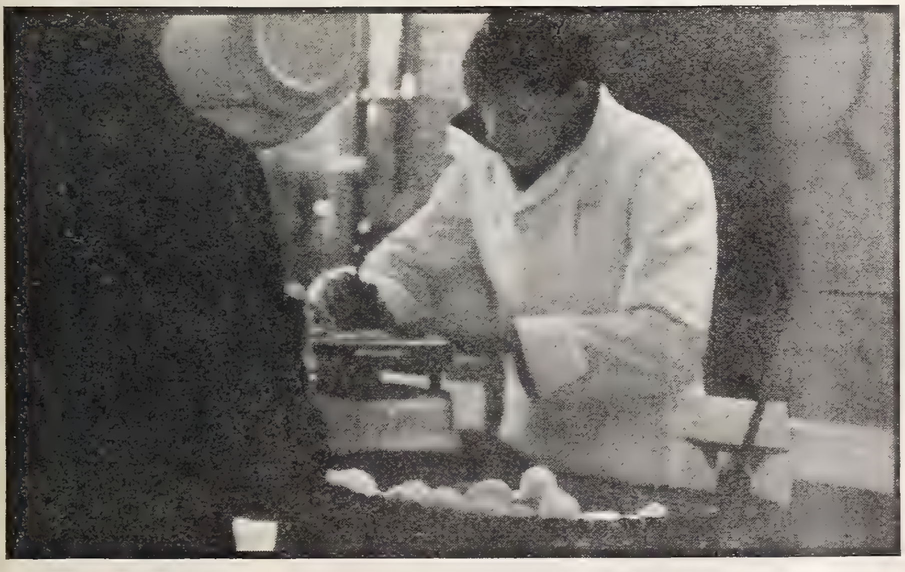
"I wish we could have a chicken for Sunday dinner. Why aren't they cheaper?"

The marketman's answer:

"Well, there were too many of all kinds of animals, so the Government drowned a lot of them, even chickens. That's why you can't buy anything now without having to pay for it like it was gold."

The facts:

Of course, the Government did not drown animals. No chickens were ever killed under any adjustment program. There never was an AAA program on poultry. The flocks of poultry on farms did suffer when feed became scarce and high-priced in 1934, mostly because of the drought. But poultry can be produced rapidly, and all reports indicate to Government forecasters that poultry flocks are being built up. Hatchings in 1935 were larger than in 1934, but more than the usual proportion will be kept at home as layers. Until approximately the middle of 1936, therefore, consumers will probably find poultry meats in slightly smaller supply than in other recent years, but in relation to other meats poultry meat will probably be less of a luxury.



The consumer's question:

"Why are eggs so high?"

The marketman's answer:

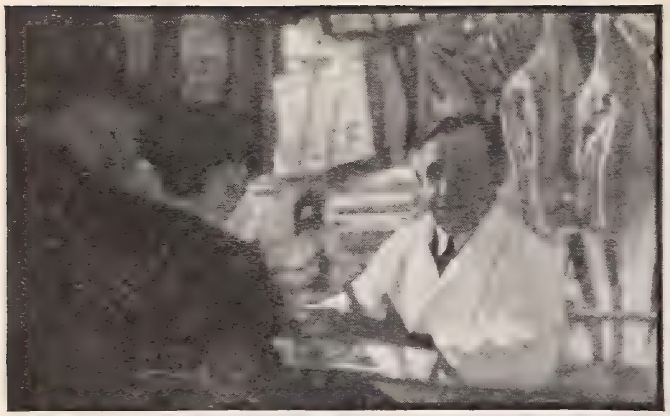
"It's because the Government taxed grain, and chickens that lay in the winter have to have grain to eat."

The facts:

Chickens must, as the grocer said, have grain to eat. But there was never a tax on grain fed to chickens or to any other livestock. It is true that the reduction of grain supplies, partly by AAA programs, but far more by the 1934 drought, raised the cost of feeding hens and producing eggs, and so reduced the poultry flocks on farms. All reports indicate that poultry flocks are now being built up rapidly.

Egg supplies both in storage and fresh-laid are larger now and are expected to be larger throughout the spring than during the same time last year.

Consumers are always asked to pay more for fresh eggs in the fall and winter because hens do not lay so many eggs then as in the spring. Eggs ordinarily go up in price from April on through November. Usually in December they start coming down again. This year the downswing seemed to be under way in mid-November, but retail prices have not been declining as much as wholesale prices.



The consumer's question:

"Goodness, how do you expect me to buy steak at that price?"

The marketman's answer:

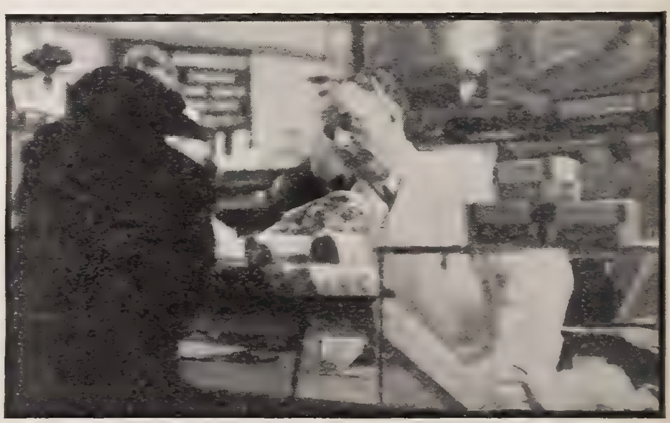
"You just think meat prices are high, lady. I sold this same kind of steak 9 years ago for a lot more than that and people were glad to get it. It got high then because nobody knew how to control meat prices. It's high now because the AAA learned how. They killed a lot of cattle, and now you see what happened."

The facts:

Cattle were never killed just to raise prices. There were no regular Triple-A adjustment programs applying to cattle. No processing tax was ever paid on beef. The reason for the present price of beef is that the drought wiped out such large supplies of feed that farmers were forced to reduce their stocks or watch them die of thirst or starvation. During the drought period the AAA purchased some 8 million of these cattle, and the Relief Administration distributed the meat obtained from them to families on relief.

Conservation of feed supplies and support of the cattle market as a result of this program enabled farmers in drought areas and elsewhere to retain more cows for rebuilding cattle numbers than would otherwise have been possible. This should mean a larger supply of beef during the next few years than would have been available if farmers in drought areas had had to liquidate their herds completely.

Total slaughter of cattle and calves will probably be somewhat smaller in 1936 than in 1935 but higher grades will be more plentiful. More cattle will be fed in 1936 for later marketing, and Department of Agriculture experts are forecasting that the trend in cattle numbers will be upward during the next few years.



The consumer's question:

"And lamb, too! I suppose that price is on account of the way the Government taxed everything."

The marketman's answer:

"Yes, first they killed off the animals—sheep and all kinds—and then they put a processing tax on all those the farmers had left to sell."

The facts:

There was never an adjustment program on sheep. No processing tax has ever been paid on sheep. The AAA bought 3½ million sheep in the drought-stricken areas during 1934, giving farmers some cash return for stock that would otherwise have been a total loss to them, turning some of the sheep over to needy people in areas where the sheep could be fed, and the rest into canned mutton to be distributed to families on relief.

Present prices of sheep and lamb are due very largely to increases in consumers' income and reduced lamb crops resulting from the drought.

Drought-reduced stock of breeding sheep threatens to result in fewer lambs going to market in the first half of 1936 than in this period for several years. But Government forecasters believe that the effect of the AAA programs in taking acreage out of cash crops and putting it into forage and grazing land may have already started a trend toward more sheep raising.

Prunes

Start on a New Career

New uses for Prunes—encouraged by AAA's Diversion Program—should make this versatile fruit a better bidder for old and young consumer favor.

Prunes are gathered when they have stored all the sugar they can and have dropped to the ground.

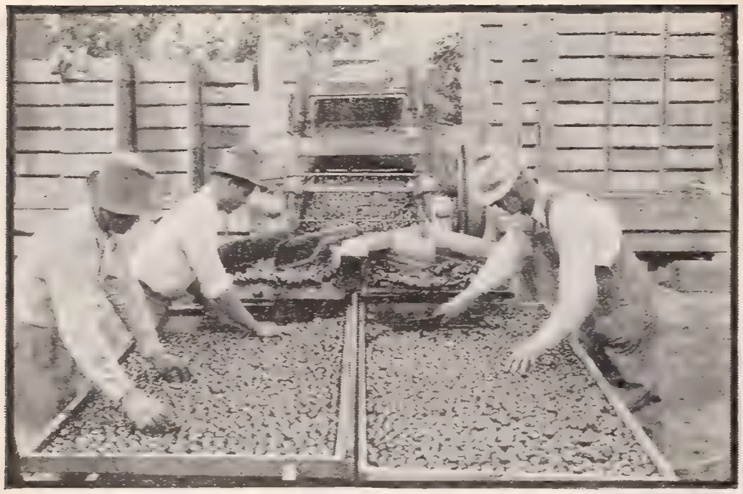
YEAR-ROUND friend always of budgeteers who fill their family's diet needs in spite of cold and high fruit prices, the prune offers extra assistance this year. Not only is a bigger crop of prunes in sight than usual, but some of this abundance will come to market in new guises to fill more places on the menu.

FOOD value of the prune is no news to seasoned bargain hunters. Quick energy comes from the prune's high sugar content, good red blood by way of its iron, and other minerals add their share to the body's building materials. Prunes are an excellent source of vitamin A, notably useful in resisting certain infections. Vitamin G comes along, too, to help keep up the general health. Dried prunes also contain some vitamin B, guardian of appetite, digestion, and disposition.

NEWS lies in the AAA "Diversion Program" which promises consumers prunes in new forms. The plan is to encourage growers to market in the usual form for breakfast boiling only that part of the super-abundant prune crop which measures up to certain technical qualifications. "Substandard" prunes, which are still good for eating but the wrong shape or complexion for smart appearance, may be "diverted" into new disguises, such as "Prune Granules" for quick use in endless recipes; prune pulp to save labor in preparing baby food; prune juice for drinking; and "prune nuts" for breakfast novelty. Through this diversion program, growers hope, first, to raise the standard of the regular prunes which consumers buy; second, to prevent the glutting of the market with too many prunes for ordinary uses; and third, by making new prune converts and educating old ones into new habits of prune eating to expand consumers' demand. Necessity for this diversion program goes back into prune-growing history.

PROVIDING prunes for the public is a hazardous occupation. Nearly 400 million pounds of prunes have been going to market in recent average years, and the income that goes to growers in California, Washington, and Oregon varies from as low as 9 million dollars to an all-time high for one "prosperity" year of more than 22 million dollars. The hazards come in two places —the orchard and the market.

PRUNE trees in their prime represent a 13-year investment, the first 6 years bringing



A lye bath and a boiling rinse usually follow picking. Lye removes dirt and bloom, and cracks the skin for faster drying.

Cleaned prunes are ready now for the sun to do its withering work. Growers hope the hot weather will last until their last prune is in. Rain or fog means slow drying and possible losses from mold.

nothing in return for the care and expense. It takes about 85 trees to bear a ton of dried prunes a year.

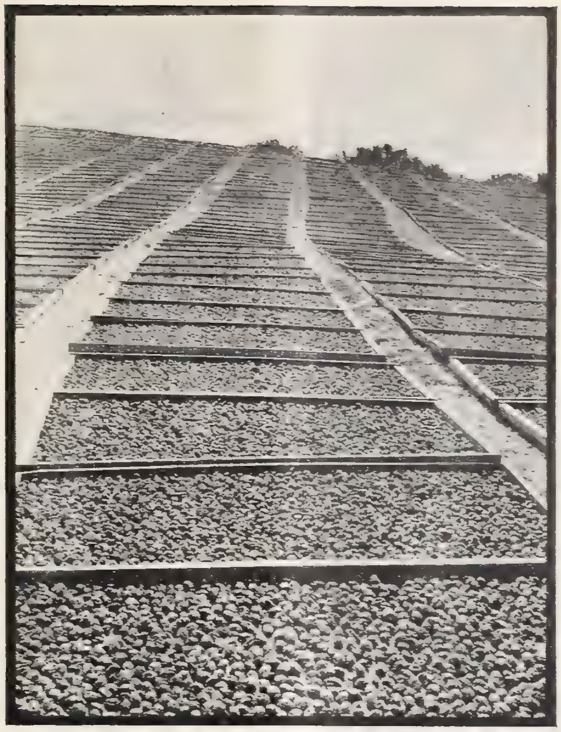
WEATHER hazard of course begins with the blooms in the spring, when a late freeze may spoil the crop before it starts. Too hot sun may cause sunburn, but rainy weather while the fruit is in the drying trays is the prune grower's biggest dread. To escape the uncertainty of depending on perfect weather in the fall, some growers invest in dehydrators which do the job in a day, rain or shine. All northwestern prunes sold dry have to go through dehydrators, but in California half or more of the crop is still sun-dried.

MARKET hazards are still more serious. Always the size of the prune crop has fluctuated meteorically. Increasing lately, there has also been the uncertainty that goes with unpredictable volume of exports dependent upon international relations, quotas, tariffs, and foreign consumers' purchasing power. But beginning with the depression there has been another upsetting factor. Wholesalers who used to buy the big part of their year's supply of prunes in the fall when the new crop came on the market now buy as they need the prunes to avoid the risk of large stocks and low prices. Since prunes nevertheless still follow the season for their growing, and farmers who have been subject to this and other vicissitudes that cut their income can't afford to hold their crop and wait for favorable prices, all the prunes go to a chaotic overloaded market at once and the result may be low level returns to the grower.

PRE-WAR growers used to get about 5½ cents a pound for their dried fruit. In those days, things which farmers had to buy were relatively cheap, and that price was sufficient to keep the growers in business. But since the war, when prunes have been flowing to consumers' tables in an ever-increasing stream, more and more growers have had difficulty in making their income cover their expenses. For 15 years they have not been able to get a price per pound that would buy as much as did their pre-war 5½ cents. Even their 1929 high price of 7.7 cents a pound had not kept pace with the increased price of things they had to buy. When in the following years their price dropped to an average of 2.7 cents a pound they could buy with it less than half what their pre-war price had bought.

PER POUND price is not, of course, the whole story. The highest prices will do no good if there are not enough pounds to sell at that price. Even when farmers were selling their prunes in 1929 at the high price of 7.7 cents a pound, their income from their slim crop was cut by more than a quarter from the year before when they had sold a bumper crop at 5 cents a pound.

CONTROL of marketing was the object of the organization in 1917 of what is now the California Prune and Apricot Growers' Association. This organization discouraged the marketing of inferior prunes and increased demand by national advertising and packaging for consumers. Growing crops and falling prices made it impossible for this selling cooperative to handle all the marketing problems of the industry. A third huge crop in as many years threatened ruinous prices in 1932 and forced a large majority of growers into a more powerful combination with the association called the United Prune Growers of California. This new organization attempted to raise prices by collective bargaining and by raising the quality of prunes going to the market through diversion of all substandard prunes into byproducts and through industry advertising. Because it controlled four-fifths of the crop, it was successful, but members were paying for advantages which benefitted the whole industry.



Every few days the prunes are turned so they will be dry on all sides.

THE AAA afforded opportunities for prune growers to enter into an industry program which would affect all growers alike. The agreement for the prune industry provided for 28 percent of the standard prunes to go into a reserve pool, which could only be sold after the balance of the crop had gone to market. Also, all substandards, the ugly, injured, and the few inedible prunes, went to a Control Board which had the job of finding outlets for them as byproducts, whether as brandy or in one of the new forms lately devised to help the cook.

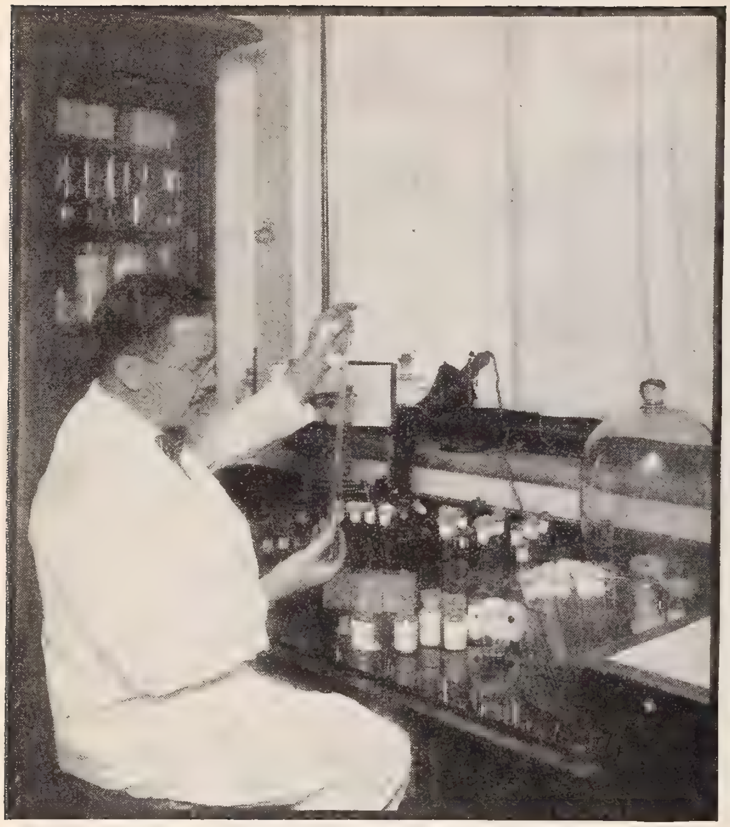
PRUNE grades under the agreement divided the crop into "standards" and "substandards." Standards are the kind consumers usually buy, both edible and handsome. The few that do not make this grade are "substandard." Culls, lowest grade of substandards, usually go into alcohol or feed for animals.

LARGE carry-over from the year before the marketing agreement and license went into effect plus a lusty crop of 200 thousand tons in 1934 kept farmers' prices from stepping up from their price of $80 a ton in 1933, but one advance was achieved in that all the supply either went to market or remained with the Control Board. The Board, in turn, sold 12 thousand tons of standard prunes to the Federal Surplus Relief Corporation for distribution to needy families, and the remainder of its 31 thousand tons of standards through regular trade channels, feeding them out gradually so as not to disturb farmers' prices. Total domestic consumption of prunes in 1934, as closely as can be estimated, reached 130 thousand tons compared with an average of about 100 thousand tons in the years 1925 to 1929.

SUBSTANDARD prunes, some 10 thousand tons of them, left in the

[Concluded on page 31]

Wrinkled and ready for the sweating shed and then to the packing house where another bath to wash off dirt and beautify their skins awaits the prunes before they are finally packed for market.



Water and ice used in meat packing establishments operated under U.S. meat inspection must be pure. Chemists of the Bureau of Animal Industry test samples of water sent to Washington from inspected plants.

Consumer-Farmer Briefs from Washington

FEDERAL Government tips to consumers—via the Bureau of Home Economics, the Bureau of Agricultural Economics, and the CONSUMERS' GUIDE—on when and how to buy foods economically, wisely, are not the only services of this sort reaching consumers. More than a year ago (in the October 29, 1934, CONSUMERS' GUIDE) we reported on the valuable morning radio flashes of the "Consumers' Service Division" of New York City's Department of Markets. Now comes news of the Division of Consumer Information of New Jersey's Department of Agriculture.

"THIS service", writes the Supervisor of the Division, "was inaugurated as a Bureau of Markets project 3 years ago and since that time we have been issuing clipsheets to the press. Clippings indicate that we have attained a circulation of about 2,500,000 readers a week for each article.

"WE are endeavoring to bring to the attention of consumers timely information regarding nearby produced milk, eggs, fruits, and vegetables. We endeavor to present the information in an instructive form with the hope that our suggestions will serve to be useful to the housewife in making her purchases. We endeavor to advise her what to seek and what to avoid in purchasing the products discussed. At the same time, we are frank to say that we are also motivated by a desire to move into trade channels New Jersey products and a considerable effort has been made to stimulate the consumption of fresh milk.

"SINCE last June we have been issuing monthly Food Bulletins to between 8,000 and 9,000 stores. (Samples are pictured on the opposite page, ed.) Besides being supplied with a copy of the Food Bulletin each store also receives a packet of counter hand-out leaflets. We have been endeavoring to make use of other channels as a means of reaching consumers. These have included talks and demonstrations before women's groups, exhibits, and radio broadcasts.

"THE FIELD for this work is almost unlimited and we are finding that consumers are becoming very much interested in obtaining information on their food purchases. Merchants are commenting on the fact that housewives are becoming much more discriminating. This is also reflected in the dealings of such merchants with our growers. This has all resulted in giving considerable impetus to the sale of food products on a definite grade basis, beginning, of course, with the original transaction between the grower and wholesaler."

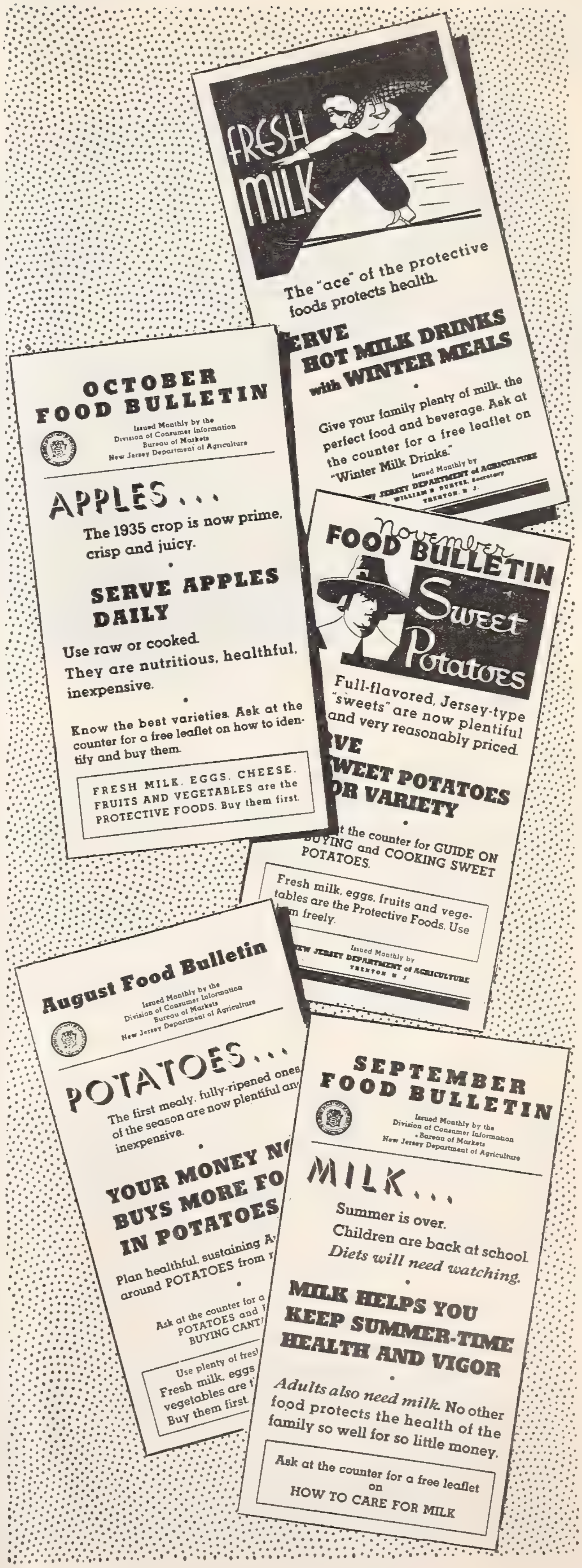
AAA

SURPRISING to many would be the results of a census—could it be taken—of the number of clubs, groups, classes, making a special study of consumer problems this year. Great national organizations, such as the National League of Women Voters, the National Congress of Parents and Teachers, the American Association of University Women, the General Federation of Women's Clubs, and others, are encouraging these study groups. Many school principals and teachers seem to be making courses in consumer problems a regular part of their curricula. CONSUMERS' GUIDE likes to keep in touch with this important movement. If there are any such study groups in your community, write us about them. Tell us who belongs, what specific questions they are studying, what help they are getting from Government and non-official information sources.

CALIFORNIA'S Department of Education is giving its help to some experiments in consumer education. We share with our readers a report reaching us from the leader of the Los Angeles group.

"PRACTICALLY no work in consumer education as such was attempted in Los Angeles in an organized way until this year", she writes. "Several clubs have placed it on their programs, and especially the PTA. At the State convention in May it was decided to place consumer education at the top of the list for major projects. When the plan was to be put into operation, it was found that neither the information nor the leadership was available. It was decided that the first step was to train leaders, so four groups were formed in the State under the Adult Education Division. I was asked to have charge of the group in Los Angeles. The other centers are San Mateo, Berkeley, and San Diego.

"EACH leader was given authority to work out her own salvation, deciding the type of procedure as the situation demanded. The other groups are, I believe, following the lecture method to larger groups, and they include men and women. Realizing that the impetus for this movement must come from the women who are particularly affected, we are handling our problem in a different way. A selected group of homemakers, leaders in their community, has been selected from Los Angeles County and is meeting for 3 hours each Monday. Besides listening to



The "ace" of the protective foods protects health.

ERVE HOT MILK DRINKS with WINTER MEALS

Give your family plenty of milk, the perfect food and beverage. Ask at the counter for a free leaflet on "Winter Milk Drinks."

Issued Monthly by
JERSEY DEPARTMENT of AGRICULTURE
WILLIAM B DURYEE, Secretary
TRENTON, N. J.

OCTOBER FOOD BULLETIN

Issued Monthly by the
Division of Consumer Information
Bureau of Markets
New Jersey Department of Agriculture

APPLES . . .

The 1935 crop is now prime, crisp and juicy.

SERVE APPLES DAILY

Use raw or cooked. They are nutritious, healthful, inexpensive.

Know the best varieties. Ask at the counter for a free leaflet on how to identify and buy them.

FRESH MILK, EGGS, CHEESE, FRUITS AND VEGETABLES are the PROTECTIVE FOODS. Buy them first.

November FOOD BULLETIN

Sweet Potatoes

Full-flavored, Jersey-type "sweets" are now plentiful and very reasonably priced.

VE WEET POTATOES OR VARIETY

t the counter for GUIDE ON UYING and COOKING SWEET POTATOES.

Fresh milk, eggs, fruits and vegetables are the Protective Foods. Use m freely.

Issued Monthly by
EW JERSEY DEPARTMENT of AGRICULTURE
TRENTON N J

August Food Bulletin

Issued Monthly by the
Division of Consumer Information
Bureau of Markets
New Jersey Department of Agriculture

POTATOES . . .

The first mealy, fully-ripened ones of the season are now plentiful an inexpensive.

YOUR MONEY N BUYS MORE FO IN POTATOES

Plan healthful, sustaining A around POTATOES from r

Ask at the counter for a
POTATOES and
BUYING CANT

Use plenty of fres
Fresh milk, eggs
vegetables are t
Buy them first.

SEPTEMBER FOOD BULLETIN

Issued Monthly by the
Division of Consumer Information
Bureau of Markets
New Jersey Department of Agriculture

MILK . . .

Summer is over.
Children are back at school.
Diets will need watching.

MILK HELPS YOU KEEP SUMMER-TIME HEALTH AND VIGOR

Adults also need milk. No other food protects the health of the family so well for so little money.

Ask at the counter for a free leaflet
on
HOW TO CARE FOR MILK

speakers, these women are doing original research work on thirty projects, gathering material, much of which is available from commercial angles, evaluating it, and interpreting it in terms of the consumer and the homemaker."

AAA

FOOD-COOLING costs are an important item in family food budgets. The Bureau of Home Economics has been making tests of the cost of operating different types of refrigerators. Their tests show that a good refrigerator with 6 cubic feet of food space, in a room at 90° F., uses in a month about 50 kilowatt-hours of electrical energy, 900 pounds of ice, 12 gallons of kerosene, or 1,800 cubic feet of gas. Under the test conditions, the mechanical refrigerators maintained an average temperature of 43° F., and the ice refrigerators an average of 53° F. "Because of difference in design", the Bureau reports, "both the mechanical and the ice-cooled refrigerators give about 46° F. in the space intended for milk."

HOME kitchen temperatures during most of the year are usually lower than those in the Bureau's testing laboratory, but, counterbalancing that, home refrigerators are ordinarily filled with food causing an increase in the amount of current, ice, or gas used. Comparisons in cost must take into account not only the outside room temperature, the amount of food kept in the box, but also the number of times the refrigerator door is opened.

USING the Bureau's estimates of comparative costs, consumers in Washington, D. C., in February would have to pay about $1.55 to operate either a gas or electric refrigerator; $1.20 for a kerosene box; $5.40 for an ice refrigerator.

AAA

FARM INCOMES have been going up by tens, twenties, and fifties since 1932. Gross agricultural income (that includes costs of living for farm families) was estimated at $8,110,000 for 1935, 10 percent above 1934, 27 percent more than 1933, and 52 percent higher than the low of 1932. These figures include rental and benefit payments, which were considerably smaller in 1935 than in 1934.

AAA

GARDEN SPOTS of recovery in Massachusetts produced enough fresh vegetables in 1935 to feed 17,000 persons a weekly average of 5 pounds of vegetables for half a year, reports W. R. Cole, extension specialist and WPA supervisor of gardens and canning activities in Massachusetts. More than 2 million pounds of vegetables were grown in the gardens in 25 towns, and they kept busy 30 canning centers, and 1,800 men and women who put up 125,000 cans a week during the season.

AAA

FLORIDA CELERY was worth a million dollars more in 1935 than the year before—an increase of 45 percent during the first year of the marketing agreement. Growers sold 2,800,000 crates in 1935 for $4,368,000 compared with a larger crop in 1934, 3,120,000 crates, for $2,995,000. Indications are that consumers will have more celery in 1936.

AAA

TOBACCO GROWERS have reason to feel encouraged. The farm value of their 1935 crop is estimated at $249,351,000, nearly 14 millions above last year, and well over twice the farm value in 1932. Price per pound in the same 3 years has gone up from 10½ to 18½ cents. Rental benefits in 1935 are figured at less than 30 percent of 1934's total.

AAA

BRITISH cooperative societies reported a 50 million dollar increase in business in 1934 over the year before, and a fourth of a million new members. If each family that belongs averages four persons, the cooperatives now serve no less than 28,000,000 persons in England, Scotland, and Wales. The figures only apply to retail business, and take no account of the wholesale and productive enterprises. Unemployment must be somewhat mitigated by cooperatives in Great Britain, for they now employ 200,000 workers in retail stores and 84,000 in wholesale and productive societies. Although widespread unemployment continued in competitive business, the cooperatives added 13,700 employees.

A Family of Three *

Will have an adequate diet at minimum cost if they get these foods in these amounts every week.

* Two moderately active adults and a boy of 7 or 8.

Bread, Cereals, Baked goods. — 11 lbs.	Milk 14 qts. or corresponding quantities of canned or dried milk or cheese.	Potatoes, Sweet " — 8½ lbs. Tomatoes (fresh or canned) or citrus fruits — 3 lbs. Leafy, green and yellow vegetables. — 5½ lbs. Dried beans, peas, nuts, and peanut butter. — 1½ lbs. Dried fruits - 1 lb. Other fruits and vegetables. — 5 lbs.	Lean meat, Fish Poultry. — 3½ lbs. Eggs - 1 doz.	Fats - 2½ lb Sugars - 2½ l

Third of a new series of adequate diets at minimum cost for families of varying sizes and ages, based on studies of the Bureau of Home Economics, Department of Agriculture.

Your Food

FOOD COSTS continued downward during the 2 weeks from January 14 to January 28. According to the Bureau of Labor Statistics the index of retail food costs on the latter date was 80.7 percent of the 1923-25 average. This is just about 1 percent lower than on January 14, reported in the last GUIDE. All groups except dairy products shared in the decline, though the extent of the decline varied considerably. Egg prices led with a drop of 5.7 percent. Fats and oils came next, with a 2.2 percent decline. Meats fell off about 1.4 percent, while cereal and bakery products and fruits and vegetables were about 1 percent lower.

ACCOMPANYING the decline in retail costs the index of prices received by farmers showed a corresponding decline of approximately 1 percent between the middle of December and the middle of January. Poultry products, truck crops and fruit were the principal commodities on which the farm price declined.

DECLINE in egg prices was largely seasonal. Numbers of hens and pullets of laying age are usually at a peak in January and production of eggs starts upward during December, reaching a maximum about April. Prices tend to decline as the production mounts through the late winter months. During this period of heavy production a large number of eggs go into storage to supply consumers' needs through the periods of lighter production.

CONTRARY to the usual seasonal decline in poultry prices, relatively small receipts strengthened prices at the farm during January. Prices of poultry are likely to continue upward until mid-spring.

DECLINE in the index of prices of fats and oils was influenced mostly by the drop in lard and lard compound. This is mostly a seasonal decline. Lard prices generally tend downward from about October to March. During 1934 and 1935, however, lard prices moved upward almost without interruption, due in part to the reduction program and partly to the drought, which reduced hog supplies sharply during the winter of 1934 and all through 1935. Discontinuance of the hog program will probably show changes in supplies and prices when the 1936 spring pig crop starts to market next fall. In anticipation of larger supplies, prices of pork and lard will probably show more important declines in the late summer months.

CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

Kind of food	Jan. 14, 1936	Jan. 28, 1936	Change in two weeks
Dairy products:	¢	¢	%
Milk, qt	11.8	11.8*	—
Cheese, lb	27.8	27.6	-0.7
Butter, lb	40.9	40.9	—
Beef:			
Round steak, lb	34.9	34.2	-2.0
Rib roast, lb	30.9	30.2	-2.3
Chuck roast, lb	24.6	23.4	-4.9
Pork:			
Chops, lb	32.3	31.8	-1.5
Lard, lb	17.9	17.1	-4.5
Whole smoked ham, lb	33.2	32.4	-2.4
Lamb:			
Leg of lamb, lb	29.0	29.1	+0.3
Breast lamb, lb	13.8	13.2	-4.3
Square chuck, lb	22.5	22.9	+1.8
Poultry and eggs:			
Hens, lb	32.3	32.2	-0.3
Eggs, doz	38.4	36.2	-5.7
Bread:			
White, lb	8.5	8.4	-1.2
Rye, lb	9.2	9.1	-1.1
Whole wheat, lb	9.5	9.4	-1.1

*3.5-5.0 percent butterfat (continued)

DROP in prices of the fruit and vegetable group, although seasonal in nature, was influenced mostly by the fresh group. The principal decline occurred in citrus prices and some falling off appeared in potato, green bean, and

CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

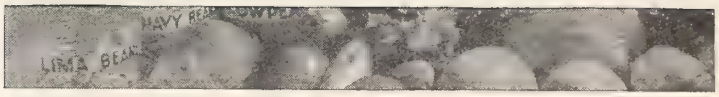
Kind of food	Jan. 14, 1936	Jan. 28, 1936	Change in two weeks
Cereal products:	¢	¢	%
Flour, lb	4.9	4.8	-2.0
Macaroni, lb	15.3	15.2	-0.7
Wheat cereal (28-oz. package)	23.9	23.9	——
Vegetables—canned:			
Corn, #2 can	11.4	11.4	——
Peas, #2 can	16.2	16.1	-0.6
Tomatoes, #2 can	9.3	9.3	——
Vegetables—fresh:			
Potatoes, lb	2.3	2.3	——
Onions, lb	4.3	4.3	——
Cabbage, lb	3.9	4.0	+2.6
Vegetables—fresh:			
Lettuce, head	7.2	7.6	+5.6
Spinach, lb	8.1	7.8	-3.7
Carrots, bunch	6.1	6.1	——
Fruit—canned:			
Peaches, #2½ can	19.0	18.5	-2.6
Pears, #2½ can	22.5	22.5	——
Pineapple, #2½ can	22.5	22.5	——
Fruit—fresh:			
Apples, lb	5.4	5.4	——
Bananas, lb	6.6	6.6	——
Oranges, doz	30.3	28.4	-6.3

Bill

Complete on this page

spinach prices. Canned and dried fruits and vegetable prices declined only fractionally during the 2 weeks ended January 28.

CEREAL and bakery products as a group moved downward about 1 percent as the result of declines in all of the commodities included in this group except corn flakes and wheat cereal which moved upward 0.1 percent. Of most interest was the 2 percent drop in the price of flour. The price of flour on January 28 was lower than for any reporting period since June of 1934, and was 9.7 percent below the price reported on December 31. Along with lower flour prices, bread declined 1.4 percent during the 2-week period and on January 28 was 2 percent lower than at the end of 1935.



WHILE most meat cuts dropped in price, the greatest declines took place in the beef group. Chuck roast went down 4.9 percent, plate beef 4.5 percent, sirloin steak 3.3 percent, rib roast 2.3 percent, and round steak 1.8 percent. The largest percentage decline in the pork group occurred in salt pork, which dropped 4.5 percent, although ham dropped off 2.5 percent.

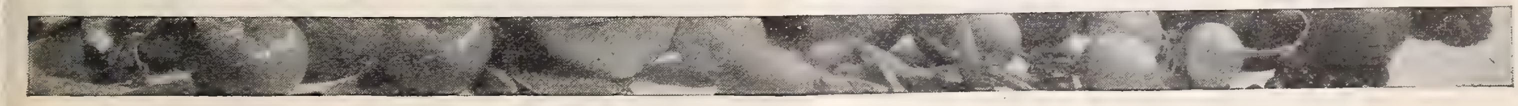
COST of 10 important foods in the amounts consumed by typical American families was higher in January this year than in any other January since 1931. The total bill last month came to $22.77. This was $6.54 more than the cost of the same foods in the same amounts in January 1933, the lowest January since 1913.

AT the same time that retail costs of these foods were increasing 40 percent from January 1933 to January 1936, the farm value of the raw materials in the foods advanced 84 percent, increasing from $5.68 to $10.44, the highest since 1930.

FARMERS' share in each consumer dollar spent for these foods was 35 cents in January 1933. Three years later their share had grown to almost 46 cents out of each dollar.

COSTS of processing and distributing the 10 foods increased during the same 3 years, but less than did the farm value of the raw materials in the foods. In January 1933 these costs totaled $10.55 for the amounts represented in the monthly market basket. In January 1936 they totaled $12.33, which was 17 percent more.

PROCESSORS' and distributors' share in each consumer dollar spent for the 10 foods shrank in this 3-year period from 65 cents to 54 cents. In January 1936 their share had dropped to about the level of 1930.

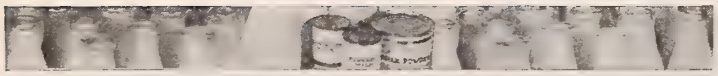


Dairy Products

DAIRY PRODUCT prices were virtually unchanged during the last half of January. Butter continued to retail at an average of 40.9 cents per pound and fluid milk at 11.8 cents a quart. Cheese prices, which for several months have been above their normal relationship to butter, declined from 27.8 cents to 27.6 cents per pound.

PEAK of dairy prices for the current winter has probably been reached, although no sharp decrease is to be anticipated until the normal spring decline sets in. Prices thus far during the winter have been slightly above those of a year ago, and the highest of the past 5 years. Consumption at these prices has been somewhat reduced in the case of butter, but for cheese it has been unusually heavy because of the relatively short supplies and high prices of meats. On a milk equivalent basis, storage stocks of all diary products as of January 1 were about 14 percent below those of last year and 16 percent below the 5-year average.

TOTAL MILK PRODUCTION, with average weather and feed conditions, may be expected to be slightly higher during the coming year than it was in 1935. The number of milk cows on farms as of January 1 was a little below that of 1935 but feed supplies per animal unit were higher. Crop conditions in 1936 will of course be the important factor during the latter half of the year.



Average Retail Prices, January 28, 1936 (cents)

Markets	Milk (qt.)	Butter-fat content of milk	Cheese (lb.)	Butter (lb.)
United States	11.8	3.5-5.1	27.6	40.9
New England:				
Boston	11.7	3.7-4.0	26.6	40.5
Bridgeport	13.0	3.9-4.0	29.0	41.6
Fall River	13.0	3.8	27.2	39.8
Manchester	12.0	3.8-4.0	27.5	40.6
New Haven	13.0	3.7-4.0	28.1	41.4
Portland, Maine	12.0	4.0-4.3	27.5	40.3
Providence	13.0	3.7-3.8	27.0	39.7
Middle Atlantic:				
Binghamton	12.0	3.6-3.8	27.1	40.4
Buffalo	12.0	3.6-3.7	26.7	38.7
Newark	13.0	3.5	27.0	42.6
New York	13.0	3.5-3.7	29.0	41.8
Philadelphia	11.0	3.5-3.8	29.6	42.9
Pittsburgh	11.0	3.6-4.3	28.5	41.3
Rochester	12.0	3.8	28.4	38.6
Scranton	11.0	3.8	27.6	39.5
East North-Central:				
Chicago	11.0	3.5-3.8	29.4	40.9
Cincinnati	12.0	3.5-3.8	27.1	40.0
Cleveland	10.0	3.5	28.5	40.2
Columbus	10.0	4.0	27.1	40.0
Detroit	12.0	3.7	27.4	40.5
Indianapolis	11.0	3.8-3.9	26.3	39.6
Milwaukee	10.0	3.6-3.7	27.9	39.2
Peoria	11.0	3.8-4.0	26.5	39.9
Springfield, Ill	11.1	4.0	26.1	40.1
West North-Central:				
Cedar Rapids	10.0	4.0	25.6	38.6
Kansas City	11.1	3.8-4.0	27.7	39.8
Minneapolis	10.0	3.5-3.7	27.3	39.3
Omaha	10.0	3.8-3.9	26.2	38.6
St. Louis	12.1	3.7-3.8	27.0	41.7
St. Paul	10.0	3.6-3.7	26.3	39.2
Sioux Falls	10.0	4.0-4.1	28.5	38.3
Wichita	10.0	———	24.7	36.9
South Atlantic:				
Atlanta	14.0	4.2-4.4	23.7	41.0
Baltimore	12.0	4.0-4.2	26.0	42.4
Charleston, S. C	15.0	4.0-4.3	24.9	40.4
Jacksonville	15.0	4.0-5.0	23.7	40.5
Norfolk	14.0	3.8-3.9	24.0	42.3
Richmond	12.0	3.5-5.1	25.1	40.5
Savannah	14.0	4.0-4.5	24.2	40.8
Washington, D. C	13.0	4.1	26.3	42.3
Winston-Salem	14.3	4.3	27.3	44.8
East South-Central:				
Birmingham	13.5	4.3-4.5	22.3	43.3
Jackson, Miss	13.0	———	24.8	41.9
Knoxville	12.0	4.0-4.2	30.2	39.3
Louisville	12.0	4.0	25.2	39.4
Memphis	10.5	3.5-4.2	25.0	38.5
Mobile	14.0	4.0-5.2	25.0	38.5
West South-Central:				
Dallas	11.0	4.4	28.3	37.7
El Paso	11.0	———	25.9	39.6
Houston	12.0	4.4-4.6	23.3	40.1
Little Rock	12.0	3.8-4.5	23.9	38.1
New Orleans	12.0	4.0-4.5	25.5	41.2
Mountain:				
Albuquerque	12.0	4.0-4.1	35.2	38.4
Butte	10.0	3.5-3.7	26.0	38.4
Denver	10.5	3.7	27.9	38.8
Salt Lake City	11.0	3.8	24.6	41.4
Tucson	12.3	———	24.6	39.3
Pacific:				
Los Angeles	11.0	4.0	26.7	40.3
Portland, Oreg	10.5	4.0	26.4	39.3
San Francisco	13.0	4.0-4.2	30.0	42.3
Seattle	10.0	4.0	25.4	40.8
Spokane	10.0	4.0-4.2	26.9	38.6

Average Retail Prices, January 28, 1936 (cents)

Markets	White (lb.)	Rye (lb.)	Whole-wheat (lb.)
United States	8.4	9.1	9.4
New England:			
Boston	8.2	9.2	8.8
Bridgeport	9.0	9.7	9.6
Fall River	7.8	8.4	9.0
Manchester	8.5	9.0	8.6
New Haven	8.9	9.5	9.6
Portland, Maine	9.1	9.5	9.3
Providence	8.2	8.8	9.4
Middle Atlantic:			
Binghamton	—	—	—
Buffalo	8.2	8.7	9.5
Newark	9.1	9.5	9.7
New York	8.8	9.1	9.6
Philadelphia	9.1	9.9	10.7
Pittsburgh	8.8	10.7	10.6
Rochester	8.3	8.2	9.0
Scranton	9.6	9.8	9.4
East North-Central:			
Chicago	7.1	8.1	9.0
Cincinnati	7.5	9.4	9.5
Cleveland	7.6	8.4	8.8
Columbus	8.2	9.1	9.3
Detroit	7.4	7.9	8.2
Indianapolis	7.5	7.8	9.2
Milwaukee	7.8	7.7	9.8
Peoria	7.9	9.1	9.3
Springfield, Ill	8.8	9.7	9.0
West North-Central:			
Cedar Rapids	8.6	9.3	8.8
Kansas City	8.9	9.3	9.4
Minneapolis	8.3	8.9	9.3
Omaha	8.6	9.2	8.9
St. Louis	8.8	9.2	9.6
St. Paul	8.4	9.0	9.3
Sioux Falls	7.7	7.8	7.8
Wichita	7.6	8.0	9.3
South Atlantic:			
Atlanta	9.0	9.4	8.9
Baltimore	9.1	9.7	9.6
Charleston, S. C	9.3	9.8	10.0
Jacksonville	9.8	10.1	10.0
Norfolk	8.7	9.4	9.2
Richmond	8.7	8.9	9.5
Savannah	9.6	10.0	10.5
Washington, D. C	8.7	9.2	9.4
Winston-Salem	10.9	11.7	11.1
East South-Central:			
Birmingham	9.8	10.0	10.0
Jackson, Miss	9.2	9.6	9.6
Knoxville	9.0	10.1	10.7
Louisville	7.4	8.0	8.5
Memphis	8.9	9.5	9.6
Mobile	9.4	10.0	10.0
West South-Central:			
Dallas	8.8	9.0	8.6
El Paso	8.3	10.0	9.7
Houston	7.4	8.4	8.6
Little Rock	9.7	9.9	9.8
New Orleans	8.2	8.7	9.7
Mountain:			
Albuquerque	10.0	11.0	10.0
Butte	9.7	9.7	9.8
Denver	7.9	9.7	8.3
Salt Lake City	7.0	9.4	6.8
Tucson	9.8	11.2	10.0
Pacific:			
Los Angeles	7.6	9.2	8.0
Portland, Oreg	9.1	10.1	9.2
San Francisco	9.3	9.0	8.9
Seattle	9.1	9.9	9.0
Spokane	9.5	10.0	9.6

Bread

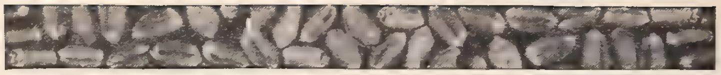
BREAD prices continued to decline during the last 2 weeks of January. The average retail price of white bread on January 28 was 8.4 cents per pound as compared with 8.5 cents on January 14. The same decline of 0.1 cent occurred in the preceding 2 weeks, making a total drop since the first of the year of 2 percent per pound loaf.

THE PROCESSING TAX on wheat amounted to about 0.5 cent on a pound loaf of white bread. As pointed out in the last issue of the GUIDE, it is generally agreed that this tax, during its lifetime, was passed on to the consumer. All processing taxes were discontinued on January 6. The full amount of this saving has not yet been reflected in the cost of flour used for breadmaking purposes, but the average cost of two important types dropped a little more than a third of a cent (0.36) per loaf between December 31 and January 28. Other ingredient costs between these two dates remained steady.

INCREASES in ingredient costs were advanced by bakers as a justification for price increases last October. The drop of one-third cent in these costs since December should show up in a corresponding decrease in average bread prices now. Up to January 28 this drop in the average price of a pound loaf, from the end of the year, had totaled 0.2 cent.

IN THREE cities the average price between December 31 and January 28 fell off as much as the processing tax or more than that amount. These cities were: Indianapolis, where the average dropped 0.5 cent; Washington, D. C., where there was a drop of 0.6 cent; and Buffalo, with a decrease of 0.8 cent. In four cities—Chicago, Cincinnati, Louisville, and Philadelphia—the decrease in white bread prices was 0.4 cent; in two cities—Peoria and Rochester—0.3 cent.

RYE and whole-wheat bread prices joined in the general decline, though the drop in each case was less than that for white bread. The average price for the country on January 28 both for rye and whole-wheat bread was 0.1 cent lower than on January 14.



Cereal Products

RETAIL PRICES of flour and most other cereal products fell off slightly in the 2 weeks ending with January 28. Flour declined from 4.9 cents per pound on January 14 to 4.8 cents on January 28, and macaroni from 15.3 cents per pound to 15.2 cents. Wheat cereal was unchanged at 23.9 cents per 28-ounce package.

MOST of the decline in the retail price of flour which might be expected as a result of the removal of the processing tax on wheat seems to have taken place. The processing tax on wheat amounted to about 0.7 cent per pound of flour. Since December 31, 1935, the retail price of flour has dropped about 0.6 cent per pound. Retail prices of flour have fallen slightly more than wholesale prices, the decline in the latter since the first of the year amounting to 0.57 cent per pound.

MACARONI and other cereal products derived from wheat should show some further price decline as a result of the removal of the processing tax. Because of the additional processes through which such products must go, the adjustment of retail prices is somewhat slower than in the case of flour itself.

AVERAGE farm price of wheat was 93 cents a bushel in January as compared with 90.1 cents in the preceding December. This increase did not apparently result from the removal of the processing tax. The average retail price of the quantity of flour milled from a bushel of wheat decreased about 21 cents, thus supporting the general belief that the processing tax on wheat was being largely passed forward to the consumer.

Average Retail Prices, January 28, 1936 (cents)

Markets	Flour (lb.)	Macaroni (lb.)	Wheat cereal (28-oz. pkg.)
United States	4.8	15.2	23.9
New England:			
Boston	4.7	14.8	23.8
Bridgeport	5.4	17.0	25.0
Fall River	5.0	16.6	21.9
Manchester	5.1	17.5	25.5
New Haven	5.4	16.1	23.7
Portland, Maine	4.7	17.8	23.8
Providence	4.9	14.8	22.3
Middle Atlantic:			
Binghamton	4.9	15.0	25.6
Buffalo	5.1	16.9	24.4
Newark	5.2	16.2	22.9
New York	5.4	16.7	23.4
Philadelphia	4.9	15 2	25.0
Pittsburgh	4.4	15.8	23.5
Rochester	5.2	14.9	22.9
Scranton	4.9	16.8	24.2
East North-Central:			
Chicago	4.9	13.3	25.1
Cincinnati	4.6	14.9	22.6
Cleveland	4.9	15.2	23.2
Columbus	4.2	16.7	22.6
Detroit	4.8	14.2	23.6
Indianapolis	4.3	14.8	25.8
Milwaukee	4.6	14.2	24.3
Peoria	5.0	13.1	26.6
Springfield, Ill	5.4	12.0	27.2
West North-Central:			
Cedar Rapids	5.1	14.9	23.9
Kansas City	4.6	16.2	23.2
Minneapolis	4.9	13.9	21.8
Omaha	4.5	18.5	25.0
St. Louis	4.9	16.0	25.9
St. Paul	4.9	13.9	23.8
Sioux Falls	4.3	13.4	26.6
Wichita	4.2	13.0	24.6
South Atlantic:			
Atlanta	5.2	16.4	25.3
Baltimore	4.8	14.6	22.6
Charleston, S. C	5.4	15.4	24.4
Jacksonville	5.6	14.9	26.2
Norfolk	5.0	16.0	25.2
Richmond	4.8	15.5	24.2
Savannah	5.2	16.0	25.0
Washington, D. C	5.3	15.5	23.8
Winston-Salem	4.2	18.5	29.7
East South-Central:			
Birmingham	4.8	12.3	27.5
Jackson, Miss	5.6	18.3	29.1
Knoxville	5.1	12.7	28.7
Louisville	4.5	13.4	25.4
Memphis	5.7	14.0	28.0
Mobile	4.8	16.9	25.5
West South-Central:			
Dallas	4.9	16.7	26.1
El Paso	5.6	17.7	27.7
Houston	4.6	12.9	22.9
Little Rock	4.5	15.8	30.0
New Orleans	6.0	9.6	24.3
Mountain:			
Albuquerque	5.6	16.0	27.9
Butte	4.4	16.5	25.3
Denver	3.9	16.5	23.6
Salt Lake City	3.5	18.0	25.5
Tucson	4.6	16.3	23.1
Pacific:			
Los Angeles	4.4	14.3	23.8
Portland, Oreg	4.7	15.7	25.1
San Francisco	4.9	15.6	23.7
Seattle	4.7	17.4	25.7
Spokane	4.0	13.0	24.1

Average Retail Prices, January 28, 1936 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	34.2	30.2	23.4
New England:			
Boston	40.9	32.3	27.0
Bridgeport	39.9	33.9	26.2
Fall River	42.2	31.3	24.9
Manchester	42.5	29.2	23.1
New Haven	42.8	34.4	26.9
Portland, Maine	37.5	32.5	23.3
Providence	41.7	34.3	28.1
Middle Atlantic:			
Binghamton	31.0	27.4	22.6
Buffalo	30.7	27.1	22.4
Newark	39.8	31.9	21.7
New York	37.8	33.8	25.1
Philadelphia	37.5	35.4	25.5
Pittsburgh	32.4	26.7	20.6
Rochester	31.3	26.8	21.8
Scranton	35.5	32.9	26.7
East North-Central:			
Chicago	33.3	31.5	25.2
Cincinnati	35.8	30.6	23.9
Cleveland	29.5	27.8	23.6
Columbus	34.9	28.1	24.2
Detroit	33.7	29.5	24.4
Indianapolis	33.0	26.0	21.9
Milwaukee	31.7	27.1	23.2
Peoria	29.6	24.9	20.1
Springfield, Ill	30.1	23.0	19.5
West North-Central:			
Cedar Rapids	25.4	19.0	17.6
Kansas City	30.1	27.9	20.5
Minneapolis	30.8	28.5	22.9
Omaha	28.5	23.8	19.9
St. Louis	35.5	26.7	22.6
St. Paul	29.9	27.0	22.4
Sioux Falls	28.3	22.0	19.2
Wichita	27.9	21.3	17.3
South Atlantic:			
Atlanta	36.9	30.2	24.1
Baltimore	31.4	28.6	21.8
Charleston, S. C	30.0	27.1	19.9
Jacksonville	31.4	26.3	21.5
Norfolk	32.5	30.1	21.7
Richmond	33.3	29.3	21.4
Savannah	28.5	25.9	18.7
Washington, D. C	36.1	30.0	21.3
Winston-Salem	31.9	26.2	21.9
East South-Central:			
Birmingham	30.5	21.7	18.2
Jackson, Miss	34.1	23.9	21.2
Knoxville	30.2	24.7	20.3
Louisville	32.1	25.5	20.6
Memphis	35.7	26.3	18.5
Mobile	30.2	20.6	15.6
West South-Central:			
Dallas	33.1	28.5	19.1
El Paso	30.1	24.8	18.0
Houston	32.9	28.5	19.6
Little Rock	30.9	25.9	19.1
New Orleans	31.6	28.8	18.4
Mountain:			
Albuquerque	35.7	25.8	22.9
Butte	25.3	20.8	16.7
Denver	30.3	24.6	20.3
Salt Lake City	29.1	24.2	19.9
Tucson	34.4	26.7	19.7
Pacific:			
Los Angeles	31.1	26.2	19.2
Portland, Oreg	25.0	21.5	17.0
San Francisco	31.8	28.1	18.6
Seattle	30.0	25.8	19.1
Spokane	25.3	20.2	16.1

Beef

SOME DECREASE in the retail price of beef, which has been expected since December, occurred during the latter half of January. Prices of all cuts except liver fell off, the decline averaging around 3 percent. The main reason for the decline was the heavy December slaughter of cattle which was the largest for this month since 1925. Cattle slaughter in January was the second largest for the month on record. There was no processing tax on beef, although the drop in retail pork prices following the Supreme Court decision may have been a factor in lower retail prices of beef.

TOTAL SLAUGHTER of cattle during the remainder of the winter is expected to be a little below that of a year ago. Feed supplies, however, are more plentiful and the animals will be much better finished. The number of cattle on feed in the Corn Belt on January 1, 1936, was estimated as about 40 percent larger than the small number of a year earlier, although still a little below the average. This increase in feeding operations, however, does not presage a corresponding increase in total slaughter supplies, but rather a large proportion of finished beef. Following the drought of 1934, many cattle in thin flesh had to be marketed because there was no feed to carry them through the subsequent winter. The result was that total supplies of beef available for consumption during 1935 were about average, but the quality was low. In 1936 the total slaughter as measured in cattle numbers will be somewhat smaller than last year but the quality will be better. Some narrowing of the premium on the better grades of beef is therefore to be expected as compared to last year.

Pork Products

PRICES of pork at retail continued to fall during the last half of January, although the decline was not as sharp as that occurring in the first half of the month following the invalidation of the processing taxes by the Supreme Court. Since the first of the year, retail prices of pork chops have dropped 3.2 cents per pound; lard, 1.8 cents; and smoked ham, 1.1 cents.

IMMEDIATELY after the removal of the processing taxes early in January the prices paid for hogs by packers advanced sharply. This rise attracted a marked increase in market shipments as producers sought to avail themselves of the higher prices. The supply situation as a whole was not changed by these heavy marketings, the effect having been only to hasten the shipment of hogs which otherwise would have been held on the farm a little longer.

MARKET PRICES for pork have probably not yet fully adjusted themselves to the new basis of operation without processing taxes. Until they do it is difficult to foretell the direction of price changes from week to week. Retail prices for fresh pork usually show a seasonal increase between February and April. This year this advance will probably be less than normal. After April prices of fresh pork products are expected to drop more than seasonally.

ELIMINATION of processing taxes will not affect supplies of pork available for consumption during 1936. Indications are that the spring crop of pigs will be substantially larger in 1936 than it was in 1935, but they will of course not be available for market before the winter of 1936-37. If the cycle of hog production should follow its normal course, pork supplies will increase for the next several years until, in response to lower prices, farmers will again curtail production and begin the cycle anew.

Average Retail Prices, January 28, 1936 (cents)

Markets	Chops (lb.)	Lard (lb.)	Whole smoked ham (lb.)
United States	31.8	17.1	32.4
New England:			
Boston	31.2	16.4	32.9
Bridgeport	31.5	16.9	32.9
Fall River	30.6	15.0	34.3
Manchester	30.3	16.2	35.3
New Haven	31.4	17.4	33.9
Portland, Maine	29.9	15.6	31.0
Providence	29.8	14.6	32.5
Middle Atlantic:			
Binghamton	30.7	15.3	31.6
Buffalo	33.2	15.7	31.1
Newark	33.2	17.3	32.1
New York	33.8	18.8	32.6
Philadelphia	33.2	16.7	32.5
Pittsburgh	31.5	16.4	32.0
Rochester	30.6	16.6	31.7
Scranton	31.7	17.7	31.7
East North-Central:			
Chicago	32.6	17.2	32.0
Cincinnati	33.1	17.5	30.4
Cleveland	30.2	19.1	33.2
Columbus	31.2	18.2	33.3
Detroit	36.5	16.1	34.5
Indianapolis	28.8	16.1	30.2
Milwaukee	31.5	16.0	31.1
Peoria	31.0	18.2	31.0
Springfield, Ill	30.3	16.8	31.3
West North-Central:			
Cedar Rapids	27.0	16.3	29.0
Kansas City	28.7	16.9	33.2
Minneapolis	31.3	15.9	32.0
Omaha	27.7	16.6	31.0
St. Louis	31.4	17.2	29.5
St. Paul	28.8	16.2	30.9
Sioux Falls	27.8	17.2	31.1
Wichita	26.8	15.7	28.7
South Atlantic:			
Atlanta	30.9	15.3	30.9
Baltimore	29.8	15.5	32.8
Charleston, S. C	29.3	20.4	33.6
Jacksonville	29.4	20.1	31.7
Norfolk	28.3	16.2	32.2
Richmond	30.0	15.2	33.6
Savannah	26.5	20.6	30.5
Washington, D. C	30.9	15.1	31.7
Winston-Salem	31.1	21.0	32.5
East South-Central:			
Birmingham	30.2	17.0	30.4
Jackson, Miss	29.6	19.8	33.2
Knoxville	29.5	20.5	32.9
Louisville	29.3	16.6	28.6
Memphis	28.2	15.5	30.7
Mobile	26.9	18.0	31.0
West South-Central:			
Dallas	29.2	22.1	32.9
El Paso	28.4	16.7	31.9
Houston	29.1	17.5	29.2
Little Rock	27.2	16.3	33.5
New Orleans	29.4	16.0	31.8
Mountain:			
Albuquerque	29.4	21.3	29.8
Butte	30.7	20.9	30.7
Denver	30.2	18.1	33.0
Salt Lake City	32.0	20.4	33.9
Tucson	31.7	20.2	38.7
Pacific:			
Los Angeles	38.0	18.0	32.6
Portland, Oreg	31.3	19.7	32.9
San Francisco	36.5	21.2	35.4
Seattle	33.1	19.9	34.6
Spokane	28.6	18.6	34.6

Average Retail Prices, January 28, 1936 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States	29.1	13.2	22.9
New England:			
Boston	27.8	14.5	19.8
Bridgeport	28.9	11.6	21.9
Fall River	27.4	9.2	20.5
Manchester	27.8	16.4	22.8
New Haven	28.0	12.3	23.4
Portland, Maine	28.3	15.4	20.9
Providence	27.5	11.8	21.6
Middle Atlantic:			
Binghamton	29.3	13.8	24.6
Buffalo	27.7	14.8	26.1
Newark	28.3	15.0	25.8
New York	28.8	13.1	21.6
Philadelphia	31.0	10.0	22.2
Pittsburgh	29.8	14.1	22.8
Rochester	27.9	14.5	23.8
Scranton	30.7	14.5	25.7
East North-Central:			
Chicago	31.2	13.6	25.4
Cincinnati	33.0	18.2	27.4
Cleveland	30.6	15.4	27.1
Columbus	32.7	17.2	29.3
Detroit	30.4	17.1	28.1
Indianapolis	31.4	15.0	24.2
Milwaukee	30.2	13.8	26.6
Peoria	29.9	14.5	24.6
Springfield, Ill	28.6	13.5	21.8
West North-Central:			
Cedar Rapids	28.0	12.7	22.8
Kansas City	27.7	15.1	24.2
Minneapolis	28.2	12.1	23.6
Omaha	26.6	10.1	19.9
St. Louis	29.1	18.1	23.1
St. Paul	26.7	11.7	22.9
Sioux Falls	29.8	10.4	22.4
Wichita	29.4	11.9	20.0
South Atlantic:			
Atlanta	27.1	15.8	21.4
Baltimore	28.6	16.7	24.0
Charleston, S. C	29.1	15.8	22.5
Jacksonville	28.2	14.4	21.7
Norfolk	28.1	12.7	17.5
Richmond	30.3	15.4	23.1
Savannah	29.8	13.8	21.9
Washington, D. C	29.6	13.9	23.7
Winston-Salem	32.9	14.4	23.7
East South-Central:			
Birmingham	34.3	15.8	18.2
Jackson, Miss	27.9	16.6	18.3
Knoxville	29.2	15.0	23.0
Louisville	31.4	17.5	26.3
Memphis	29.0	16.8	21.1
Mobile	31.6	14.8	21.4
West South-Central:			
Dallas	26.1	12.7	16.3
El Paso	28.3	13.5	21.4
Houston	29.8	14.4	18.8
Little Rock	29.0	13.6	21.1
New Orleans	28.8	13.9	17.6
Mountain:			
Albuquerque	28.2	13.7	24.6
Butte	27.9	12.6	22.9
Denver	24.9	13.1	20.7
Salt Lake City	28.8	12.3	23.1
Tucson	28.6	14.9	21.5
Pacific:			
Los Angeles	27.4	11.9	22.0
Portland, Oreg	26.5	12.6	21.6
San Francisco	30.4	11.8	20.4
Seattle	28.0	13.7	22.3
Spokane	29.0	11.4	20.5

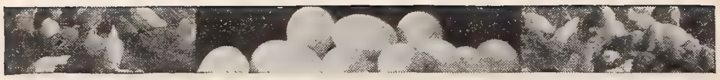
Lamb

IN CONTRAST to prices of beef and pork which declined somewhat during January, retail prices of lambs remained virtually unchanged. From January 14 to January 28 prices of chuck and leg of lamb increased 0.4 cent and 0.1 cent per pound, respectively, while breast and rib chops decreased by about 0.5 cent per pound.

ALTHOUGH slaughter in January of this year was the second largest for the month on record, slaughter supplies of sheep and lambs from now until May 1, 1936, probably will be somewhat smaller than a year ago, due to the decrease in the number on feed. Prices of lambs in this period are likely to stay at about the level of December and January prices.

SUPPLIES of sheep and lambs in the United States reached an all-time high in 1932. Following the drought of 1934, however, numbers of sheep for breeding purposes were sharply reduced. The lamb crop of 1935, which is furnishing the present slaughter supply, was the smallest since 1927.

TREND of sheep numbers in the United States is expected to be upward for the next several years. This upward tendency may be influenced, however, by grazing policies that may be inaugurated in western areas by the Department of the Interior under the Taylor Act.



Poultry and Eggs

DUE TO severe weather conditions, egg prices during the last weeks of January and early February were somewhat unsettled. The average retail price declined about 2 cents per dozen from January 14 to January 28 but the sub-zero weather in many producing areas curtailed fresh supplies sharply and temporarily halted the price decline.

LOWER PRICES for eggs, however, are in prospect with the return of more normal weather conditions. The seasonal trend of egg prices is usually downward rather sharply during January, February, and March. Moreover, the present ratio between feed and egg prices is such as to encourage egg production. It was estimated that there were about 3 percent more layers in farm flocks on January 1, 1936, than on January 1, 1935.

PRICES OF POULTRY meats continued virtually unchanged during the latter part of January. Contrary to the usual downward movement at this season of the year, no marked decline in poultry prices is in prospect until spring. Receipts of dressed poultry at the leading markets during last December was the lightest in years. The influence of these light receipts on the price will continue for several months, as fresh supplies are ordinarily low at this time and the market depends largely on the poultry stored during the previous fall.

Average Retail Prices, January 28, 1936 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States	32.2	36.2
New England:		
Boston	32.0	41.6
Bridgeport	33.5	45.1
Fall River	29.6	39.9
Manchester	33.7	36.7
New Haven	33.6	41.5
Portland, Maine	33.1	36.9
Providence	31.9	40.7
Middle Atlantic:		
Binghamton	32.1	36.2
Buffalo	33.0	37.3
Newark	33.1	40.3
New York	33.7	41.9
Philadelphia	32.5	39.0
Pittsburgh	30.9	35.4
Rochester	31.4	36.3
Scranton	33.9	35.8
East North-Central:		
Chicago	33.1	34.7
Cincinnati	34.4	36.8
Cleveland	35.3	34.6
Columbus	31.8	35.8
Detroit	34.8	34.8
Indianapolis	29.2	31.8
Milwaukee	30.4	30.8
Peoria	31.5	31.7
Springfield, Ill	29.0	33.5
West North-Central:		
Cedar Rapids	26.7	27.2
Kansas City	29.4	32.8
Minneapolis	31.8	30.1
Omaha	27.9	30.2
St. Louis	29.3	31.8
St. Paul	30.4	29.6
Sioux Falls	27.1	24.5
Wichita	28.3	25.6
South Atlantic:		
Atlanta	27.3	34.2
Baltimore	33.9	35.4
Charleston, S. C	28.4	32.8
Jacksonville	29.9	35.3
Norfolk	29.8	35.6
Richmond	31.1	34.7
Savannah	24.5	28.6
Washington, D. C	34.7	39.1
Winston-Salem	27.2	41.8
East South-Central:		
Birmingham	22.1	31.3
Jackson, Miss	24.6	29.4
Knoxville	25.1	36.8
Louisville	30.0	34.7
Memphis	27.4	27.8
Mobile	24.2	24.3
West South-Central:		
Dallas	27.5	27.9
El Paso	29.2	38.0
Houston	30.5	27.3
Little Rock	24.3	28.8
New Orleans	28.1	28.7
Mountain:		
Albuquerque	26.4	43.5
Butte	26.9	33.6
Denver	29.5	34.1
Salt Lake City	30.0	30.8
Tucson	31.9	34.7
Pacific:		
Los Angeles	35.0	27.0
Portland, Oreg	28.1	23.6
San Francisco	34.8	27.1
Seattle	30.3	28.9
Spokane	25.5	25.9

Average Retail Prices, January 28, 1936 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States	2.3	4.3	4.0
New England:			
Boston	2.3	4.3	4.9
Bridgeport	2.1	4.7	4.5
Fall River	2.0	4.3	3.1
Manchester	2.2	5.0	3.7
New Haven	2.2	4.7	3.6
Portland, Maine	2.0	4.9	3.1
Providence	2.1	4.1	3.2
Middle Atlantic:			
Binghamton	1.8	3.9	2.6
Buffalo	1.7	4.1	2.4
Newark	2.6	4.4	3.8
New York	2.8	4.8	5.1
Philadelphia	2.3	4.5	3.1
Pittsburgh	2.2	4.2	2.9
Rochester	1.6	3.8	2.6
Scranton	2.1	4.1	4.0
East North-Central:			
Chicago	2.2	4.3	4.7
Cincinnati	2.3	4.8	3.5
Cleveland	2.1	4.1	3.3
Columbus	1.6	4.1	2.7
Detroit	1.8	3.6	3.7
Indianapolis	1.9	4.5	2.7
Milwaukee	1.8	3.7	4.0
Peoria	2.1	4.8	4.3
Springfield, Ill	2.0	4.7	3.9
West North-Central:			
Cedar Rapids	2.0	4.4	4.5
Kansas City	2.2	5.3	3.8
Minneapolis	2.3	3.9	4.6
Omaha	1.9	5.3	4.3
St. Louis	2.3	4.2	3.8
St. Paul	1.9	4.2	3.4
Sioux Falls	2.0	4.8	4.1
Wichita	1.8	4.5	3.7
South Atlantic:			
Atlanta	2.6	4.6	3.4
Baltimore	2.2	4.3	4.8
Charleston, S. C	2.6	5.0	3.4
Jacksonville	2.3	4.3	2.6
Norfolk	2.8	4.9	5.0
Richmond	2.6	4.7	4.4
Savannah	2.3	4.4	3.2
Washington, D. C	2.3	4.6	4.7
Winston-Salem	2.8	5.6	4.5
East South-Central:			
Birmingham	2.3	4.4	3.2
Jackson, Miss	3.0	5.0	4.0
Knoxville	2.5	5.2	3.6
Louisville	2.4	4.0	3.9
Memphis	2.1	4.4	2.7
Mobile	2.3	4.1	3.4
West South-Central:			
Dallas	3.5	5.2	3.6
El Paso	2.6	4.4	3.4
Houston	3.1	4.2	2.2
Little Rock	2.2	4.1	3.1
New Orleans	2.5	4.3	3.3
Mountain:			
Albuquerque	1.9	5.0	5.0
Butte	2.0	4.2	6.0
Denver	2.0	3.7	3.4
Salt Lake City	1.8	3.1	3.6
Tucson	2.5	3.8	2.2
Pacific:			
Los Angeles	2.7	4.1	2.8
Portland, Oreg	2.5	3.3	5.0
San Francisco	2.7	3.9	6.8
Seattle	2.8	3.5	5.2
Spokane	2.7	4.2	5.1

Vegetables (fresh)

NO CHANGE in the retail price of potatoes and onions was recorded during the last 2 weeks of January but cabbage advanced 0.1 cent or 2.6 percent per pound.

STOCKS of old potatoes on January 1 were about 25 percent lower than on the same date in 1935 and 3 percent lower than the 5-year average for January 1.

PRESENT farm prices are expected to continue at their January level or slightly higher through March. From April to July, farm prices will depend largely upon the size of the early potato crop in southern States which at present is expected to be smaller than average.

ACREAGE of early and second-early cabbage in the South is almost 75 percent larger than in 1935 and about 42 percent above the 5-year average. The early crop which is now moving is more than double the 1935 acreage and about 52 percent above the average. Supplies of late cabbage are considerably lighter than a year ago and prices may be expected to continue somewhat higher. The production from large acreage of early cabbage, when it begins to move, is likely to check the upward price movement.

RAIL MOVEMENT of onions continues to run below the comparable period of last season. Considerable movement of onions has occurred by motor truck, however. Movement from north central States has been heavy and this has apparently acted as a check on the usual seasonal rise in price. As stocks are depleted the better grade onions will begin to move in greater volume and some price rise may be expected perhaps along in late February or March.

Vegetables
(fresh)

LETTUCE PRICES advanced 4.6 percent, spinach declined 3.1 percent, while carrots made no change during the 2 weeks ending January 28.

LETTUCE is in full production in the Imperial Valley of California and Arizona, which is beginning to ship, reports the crop in excellent condition. Excellent yields in the Imperial Valley resulted in burdensome supplies on the market with very low prices to the growers. As a result of a voluntary agreement between the shippers, supplies were held to a level which would prevent an over-supply on the markets. The crop around Yuma, Ariz., will begin to move in volume around March 1. The Salt River Valley in Arizona has a large acreage which, with good weather prevailing, should increase supplies materially during the next few months.

MOVEMENT of spinach from Texas is considerably heavier than last year and supplies have been ample all season.

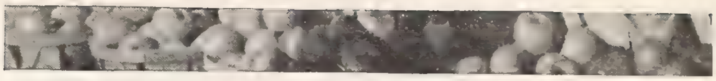
SUPPLIES of early vegetables on the whole should be adequate during the spring months. While some damage in north Florida and Texas was occasioned by the freeze during the latter half of January the principal result will be a delay in shipments from these States. Extreme south Florida escaped the cold weather with little damage to tender crops but potatoes in north Florida were killed to the ground and strawberries in the main producing sections were damaged. Yields of hardy crops in central and north Florida will be adversely affected. There was no loss of acreage of the South Carolina and Georgia spring cabbage crops but production will be adversely affected. Rainfall has been normal or above in nearly all sections while a few areas in extreme north Florida have suffered severely from too much water.

Average Retail Prices, January 28, 1936 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States	7.6	7.8	6.1
New England:			
Boston	8.8	7.6	7.2
Bridgeport	9.1	8.7	8.0
Fall River	7.5	8.6	6.5
Manchester	10.1	8.1	6.9
New Haven	8.5	8.4	7.2
Portland, Maine	9.8	7.2	6.5
Providence	8.4	8.0	7.5
Middle Atlantic:			
Binghamton	7.3	7.4	6.8
Buffalo	7.7	7.2	5.1
Newark	9.4	10.0	7.3
New York	9.8	9.3	8.0
Philadelphia	8.1	8.2	7.1
Pittsburgh	8.3	6.7	5.9
Rochester	8.6	8.2	5.4
Scranton	8.2	8.6	6.3
East North-Central:			
Chicago	7.8	9.1	6.4
Cincinnati	8.4	9.2	5.6
Cleveland	7.9	8.3	6.3
Columbus	9.3	9.3	5.7
Detroit	7.2	7.9	6.1
Indianapolis	8.0	7.3	5.7
Milwaukee	7.3	8.2	6.1
Peoria	6.8	8.3	7.1
Springfield, Ill	7.3	9.9	7.1
West North-Central:			
Cedar Rapids	7.0	10.3	5.9
Kansas City	7.2	8.1	6.0
Minneapolis	8.2	9.5	6.2
Omaha	7.3	9.3	6.0
St. Louis	7.8	6.8	5.9
St. Paul	9.0	9.8	6.6
Sioux Falls	7.5	10.3	6.8
Wichita	7.2	8.9	5.1
South Atlantic:			
Atlanta	8.3	8.1	7.3
Baltimore	9.2	9.7	7.6
Charleston, S. C	9.6	10.4	8.6
Jacksonville	7.7	10.7	6.9
Norfolk	9.3	6.6	6.5
Richmond	7.8	9.3	7.7
Savannah	8.3	8.9	8.6
Washington, D. C	8.4	8.9	7.5
Winston-Salem	11.1	13.0	9.4
East South-Central:			
Birmingham	7.8	9.5	6.8
Jackson, Miss	5.0	9.9	5.0
Knoxville	6.2	11.9	7.7
Louisville	6.9	8.1	5.8
Memphis	5.7	6.0	5.4
Mobile	8.0	7.3	5.3
West South-Central:			
Dallas	5.9	7.3	5.0
El Paso	4.9	5.2	3.0
Houston	5.3	5.5	5.1
Little Rock	5.7	8.0	5.6
New Orleans	7.3	8.6	4.1
Mountain:			
Albuquerque	6.0	8.5	3.9
Butte	9.7	11.4	7.9
Denver	7.6	6.6	5.3
Salt Lake City	8.6	7.8	4.4
Tucson	2.4	8.3	3.0
Pacific:			
Los Angeles	5.4	3.2	3.4
Portland, Oreg	7.1	9.3	4.3
San Francisco	4.6	5.2	2.5
Seattle	6.8	8.0	5.2
Spokane	9.4	10.0	5.0

Average Retail Prices, January 28, 1936 (cents)

Markets	Apples (lb.)	Bananas (doz. lb.*)	Oranges (doz.)
United States	5.4	*6.6	28.4
New England:			
Boston	5.3	*6.5	31.5
Bridgeport	5.6	*6.4	32.7
Fall River	5.6	*6.6	32.8
Manchester	4.4	*6.5	34.3
New Haven	5.1	23.1	32.1
Portland, Maine	4.8	*7.3	31.2
Providence	5.5	*6.6	32.7
Middle Atlantic:			
Binghamton	5.7	21.7	35.7
Buffalo	4.3	24.5	30.0
Newark	5.9	25.9	32.1
New York	6.6	24.2	35.5
Philadelphia	4.8	21.4	31.3
Pittsburgh	4.9	25.6	29.4
Rochester	4.5	24.2	31.1
Scranton	3.9	19.6	33.0
East North-Central:			
Chicago	6.1	*7.0	34.0
Cincinnati	5.6	*6.2	30.4
Cleveland	5.5	*6.6	31.9
Columbus	4.9	*6.3	34.8
Detroit	5.4	*6.6	33.3
Indianapolis	5.4	*6.8	29.6
Milwaukee	5.5	*6.7	29.2
Peoria	6.6	*7.3	30.0
Springfield, Ill	5.0	*7.1	32.3
West North-Central:			
Cedar Rapids	4.9	*7.4	31.1
Kansas City	5.6	*7.4	34.2
Minneapolis	6.2	*7.9	34.2
Omaha	5.7	*8.3	30.6
St. Louis	5.9	*6.5	29.1
St. Paul	6.3	*8.4	34.1
Sioux Falls	5.1	*8.2	32.4
Wichita	6.5	*8.6	33.1
South Atlantic:			
Atlanta	5.3	20.7	23.8
Baltimore	5.3	21.0	31.0
Charleston, S. C	5.3	20.3	22.9
Jacksonville	5.4	17.2	21.2
Norfolk	5.5	23.1	32.3
Richmond	5.6	25.9	29.8
Savannah	4.9	21.7	21.5
Washington, D. C	5.2	24.2	31.5
Winston-Salem	5.1	*7.2	31.0
East South-Central:			
Birmingham	4.4	*5.9	26.5
Jackson, Miss	——	*5.0	27.6
Knoxville	4.4	*5.7	26.2
Louisville	5.2	*6.4	28.6
Memphis	4.5	*5.2	28.4
Mobile	5.4	17.5	27.3
West South-Central:			
Dallas	6.3	*6.4	36.8
El Paso	6.1	*5.7	25.8
Houston	——	17.5	28.7
Little Rock	5.8	*5.6	26.4
New Orleans	——	*4.2	29.1
Mountain:			
Albuquerque	8.2	*7.3	32.5
Butte	6.3	*9.6	34.2
Denver	5.6	*8.4	26.9
Salt Lake City	5.7	*7.7	23.8
Tucson	5.5	*5.9	14.3
Pacific:			
Los Angeles	7.2	*6.9	16.1
Portland, Oreg	4.2	*7.8	29.0
San Francisco	4.6	22.8	25.6
Seattle	4.0	*7.3	27.5
Spokane	3.4	*9.0	29.2



Fruit

DURING the last 2 weeks of January apple and banana prices were unchanged from the preceding 2-week period. Orange prices on the other hand declined nearly 2 cents per dozen.

APPLE PRICES usually start advancing during the late winter and continue upward until the new crop season. The extent of the seasonal rise is influenced somewhat by the size of the crop. With large crops the increase in price is usually somewhat less than with small crops. The crop of 1935 was considerably larger than in 1934 but only around 5 percent above average. Exceptionally cold weather has forced apples out of common storage and may have caused some loss from freezing. Supplies from now until the beginning of the next season are pretty well shown by the cold storage holdings on February 1. The quantity of apples in cold storage on that date this year was about 17 percent larger than on February 1 last year and about the same amount above the 1931-35 average for the 1st of February. After apples are removed from cold storage they may not keep as long, consequently purchases in quantities should be examined carefully to be sure the fruit is firm and in good condition.

SEASONAL rise in orange prices does not usually begin until about February. The prices of this fruit may be expected to show some increases during the next month and continue upward at least until the close of the winter orange season. Grapefruit prices usually follow somewhat the same trend. In buying oranges the use to which they are to be put should be considered. A medium sized orange (not larger than size 200) is a good orange for juicing. The halves fit the reamer on the average juicer better and they ream out clean. For eating out-of-hand or on the breakfast table a larger fruit is desirable.

Average Retail Prices, January 28, 1936 (cents)

Markets	Corn #2 can	Peas #2 can	Tomatoes #2 can (#2½*)	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can
United States	11.4	16.1	9.3	18.5	22.5	22.5
New England:						
Boston	12.6	16.4	11.5	18.6	22.9	22.1
Bridgeport	13.6	19.5	11.7	20.1	24.9	22.8
Fall River	10.6	16.9	9.4	18.6	21.7	22.4
Manchester	12.2	16.6	10.7	20.9	24.2	23.8
New Haven	13.4	17.0	10.9	20.0	24.3	23.1
Portland, Maine	12.6	16.4	10.0	20.9	24.5	23.6
Providence	10.7	18.0	9.2	18.7	20.1	22.3
Middle Atlantic:						
Binghamton	12.2	18.0	8.8	19.4	21.8	22.3
Buffalo	12.4	15.8	10.1	19.7	22.8	23.0
Newark	11.1	16.7	9.0	16.1	19.9	21.0
New York	11.8	15.8	9.2	16.9	20.6	20.9
Philadelphia	11.0	14.7	9.4	17.0	19.9	21.2
Pittsburgh	10.8	16.2	9.5	18.1	22.5	22.8
Rochester	12.7	16.5	10.5	20.7	23.7	23.0
Scranton	12.2	16.3	9.6	18.6	21.0	22.6
East North-Central:						
Chicago	11.4	15.1	10.2	22.0	24.7	24.7
Cincinnati	12.2	15.8	11.2	18.8	24.0	23.4
Cleveland	12.4	17.2	9.9	20.8	23.3	24.0
Columbus	11.1	16.7	9.6	20.4	25.8	24.8
Detroit	10.6	18.1	9.0	19.5	23.0	23.4
Indianapolis	10.3	15.7	8.9	19.0	26.0	23.0
Milwaukee	10.9	14.5	10.0	21.2	20.1	24.5
Peoria	13.1	17.1	10.4	22.8	25.6	24.6
Springfield, Ill	12.2	18.5	11.0	22.9	26.5	24.6
West North-Central:						
Cedar Rapids	10.7	17.2	10.6	21.6	22.1	24.0
Kansas City	10.0	15.0	8.8	19.1	23.4	23.3
Minneapolis	10.7	15.7	10.5	21.6	24.3	24.6
Omaha	11.1	15.7	10.0	20.2	23.6	23.5
St. Louis	10.9	17.1	9.1	19.2	23.8	23.2
St. Paul	11.6	15.0	10.2	21.4	22.5	23.8
Sioux Falls	11.4	16.2	10.6	22.4	24.4	24.7
Wichita	10.3	17.6	9.0	18.4	22.0	22.0
South Atlantic:						
Atlanta	11.2	18.0	8.8	20.3	23.4	24.3
Baltimore	12.7	15.5	8.4	16.7	20.8	20.2
Charleston, S. C	10.2	16.9	8.3	18.1	22.1	22.8
Jacksonville	11.4	16.2	8.0	17.5	22.7	22.2
Norfolk	10.9	14.5	7.8	20.1	24.1	24.0
Richmond	11.4	17.8	7.0	18.9	23.7	23.7
Savannah	11.2	18.0	8.2	19.0	24.0	23.0
Washington, D. C	10.8	15.0	7.7	16.9	22.2	21.0
Winston-Salem	12.7	22.0	9.3	23.3	25.8	26.7
East South-Central:						
Birmingham	10.5	17.0	9.1	18.3	23.3	22.3
Jackson, Miss	14.1	15.7	9.9	23.8	24.2	24.7
Knoxville	12.4	16.7	8.6	20.1	23.2	23.3
Louisville	11.0	15.5	9.5	19.6	24.5	22.9
Memphis	10.7	16.3	8.6	17.8	22.0	21.6
Mobile	11.7	17.2	8.1	17.4	20.3	19.3
West South-Central:						
Dallas	11.8	19.7	9.1	19.8	25.7	24.4
El Paso	13.0	19.5	9.2	19.6	23.6	23.3
Houston	10.7	16.3	7.2	16.1	20.4	20.5
Little Rock	11.1	16.0	8.4	20.5	24.3	25.0
New Orleans	11.4	18.2	8.8	18.4	24.3	21.8
Mountain:						
Albuquerque	11.6	19.0	11.5	20.2	23.2	23.7
Butte	12.2	15.3	10.2	19.4	22.0	24.5
Denver	10.6	16.2	9.9	19.2	22.3	23.0
Salt Lake City	11.0	16.9	7.7	20.6	24.2	23.4
Tucson	11.3	16.0	*8.8	17.3	20.6	20.5
Pacific:						
Los Angeles	11.7	15.8	*8.1	14.9	19.0	19.0
Portland, Oreg	12.9	17.1	*8.7	18.8	21.2	21.7
San Francisco	12.6	15.5	*8.8	15.6	19.2	19.5
Seattle	13.8	17.6	*9.2	19.0	20.6	21.6
Spokane	12.4	17.8	*11.5	21.9	23.8	23.8

PRUNES START ON A NEW CAREER

[Concluded from page 13]

hands of the Control Board were more difficult to dispose of, and as long as they existed they continued to threaten the price of the better grade. New problems arose when 1935's crop of 280 thousand tons, almost the largest on record, came pouring on the market.

NEW negotiations between growers, shippers, and the AAA were started, this time to discover, if possible, a way to get these supplies into consumption channels. Out of these negotiations grew a plan for the organization of a corporation to buy old substandards from the Control Board and new ones which might be available from California, Washington, and Oregon, and to offer such supplies at what prices they would bring from firms interested in promoting new types of prune products here or abroad. This corporation, named the Pacific Prune Products Association, and created in October 1935, will also sell to manufacturers of stock feed and alcohol. These uses of substandards maintain the industry's policy of selling only high-grade prunes whole to consumers, which was an important part of the program under the "United" and the AAA marketing agreement.

FUNDS for financing the program will come from a special appropriation equal to 30 percent of all duties on imports, which the last Congress authorized the Secretary of Agriculture to spend for the removal of price-depressing farm supplies. The plan behind diversion is so to stimulate consumer demand that future crops will find a ready market.

NEW developments in canning open new careers for prunes which used to have a tendency to burst the cans in which they were packed. A lining recently discovered will prevent such losses and make possible delicious desserts of prunes canned in syrup or wine. Prune juice, once expensive because it could be sold only in bottles may make its way to your table more cheaply in shiny new cans with golden linings.

"PRUNE GRANULES" promise to take a versatile place on the pantry shelf. They are very dry, yellow pieces of prune pulp, rice-like in size, pop-corn-like in variety of shape. After a few minutes soaking in water they are ready for any uses creative fancy dictates. Bakers use them for a new flavor in bread and cakes. Kitchen inventors recommend them for prune whips, ice cream, prune milk shakes, jams, and pies. New recipes are turning up every day. "Prune Nuts" is the possible name for a new delicacy discovered at the University of California, tasting like prunes and looking like grapenuts to be served for breakfast with milk or cream.

DELICACIES from abroad give other suggestions for prune futures in America. Prune butter, long popular in Germany, may appear on our markets. Yugoslavia makes a large portion of her prune crop into "Slivovitz." American manufacturers are experimenting with this brandy and other prune liqueurs.

PRUDENT buyers who keep one eye on the budget keep the other on labels when buying prunes. "Moisture Added" means they're delicious eaten raw, but if you plan to soak and cook anyway, the dry fruit gives more food for the money. The smaller the cheaper, usually applies to prunes, but small prunes have more seed in proportion to pulp. A mark "40/50" on the end of a box means that a pound contains between forty and fifty prunes. "Large" means that forty or less weigh a pound; "medium" takes in everything up to sixty; "small" means no more than ninety to the pound; and "very small" covers tiny prunes. Oregon prunes usually cost less than the same size of California, but call for added sugar since they are not so sweet.

CC

TWO UNIVERSITY cities announce progress in the field of consumer cooperatives. The Ohio Farm Bureau Cooperative Association, following its regular line of promoting city consumers' cooperatives, helped a group of Columbus consumers to organize a cooperative oil station which also serves as the buying agent for coal, fuel oil, and dry cleaning. Consumers in Madison, Wis., have organized three cooperative oil stations, a cleaning and pressing cooperative, restaurant, milk route, coal yard, fuel oil business, and several credit unions. The oil cooperative with a coal yard in connection did a business of $18,000 in 1935 and passed 8 percent in savings back to purchasers.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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Consumers' Guide

copy 1

VOL. III, No. 5
FEB. 24, 1936

Saving Land for Tomorrow's Consumers

Consumers' Queries and Comments

> "This generation owes a duty to generations unborn to hand on to them an agricultural heritage which will supply this country in the future and on which they too can make a living—and let us hope a better living than this generation has made."
>
> Henry A. Wallace
> Secretary of Agriculture

"IN the GUIDE of December 31", a western consumer writes, "you describe the principles on which consumer cooperatives are founded. But those principles have legal aspects, at least in my State, that might make it difficult to incorporate a cooperative. For instance, you say that each member of a cooperative has one vote regardless of how much stock he has bought, and that he gets his dividends in proportion to the amount of purchasing he does rather than in proportion to the investment he's made in stock.

"Now in my State a corporation must operate under the usual rules that stockholders must vote according to the stock they own, and that dividends are paid in proportion to stock ownership.

"In a situation like this, how can a cooperative incorporate? Or should a cooperative operate on an unincorporated basis?"

ANSWERING the last part of the question first, it is possible for a cooperative to operate without being incorporated, but it's risky because in that case each member is responsible for the whole society's obligations, so in case of failure there might be some serious individual hardships. It's safer to be incorporated, for then the cooperative has the same legal position as other corporations. They can sue and be sued, and the members are not individually responsible for the debts beyond the amount of their membership fee or stock.

Our correspondent is right in realizing that the usual incorporation laws present a problem to budding cooperatives. But 34 States have laws that specifically provide for the incorporation of consumers' cooperatives. These laws are not uniform, and some of them don't make it possible to follow the most satisfactory principles of cooperatives. But others are better. The Wisconsin act, for instance, is made to order for the needs of consumers' cooperative societies.

In some other States without cooperative laws, the laws applying to nonprofit corporations such as churches, schools, or fraternal lodges can sometimes be used by cooperatives. But the possibility is not the same in every State.

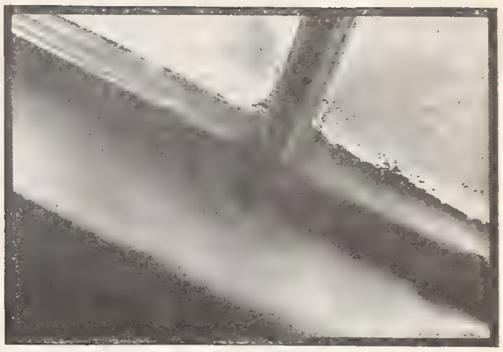
FARMERS may organize to market farm products cooperatively in every State except Delaware. Though their purposes are different from a city consumers' cooperative, the laws usually allow collective purchase of machinery or supplies. So groups of farmers in States without general consumers' cooperative laws may organize to buy their supplies cooperatively by incorporating under the provisions of the farm cooperative marketing act of their State, although other consumers have not the same privilege.

CONSUMERS thinking of organizing a cooperative may check on their legal position by means of a mimeographed publication, "Synopses of Individual Laws", obtainable from the United States Department of Labor, Bureau of Labor Statistics.

NEWEST addition to the literature on consumers' cooperatives is a mimeographed bibliography published by the Bureau of Foreign and Domestic Commerce of the Department of Commerce, called "Consumers' Cooperative Societies: Basic Information Sources" which lists 26 pages of titles of Government and non-Government American publications and those of other countries telling consumers about the history and present status of the cooperative movement, detailed information about specific cooperative groups, and all published data helpful to beginning cooperators. This bibliography is free to consumers who write for it.

"COOPERATIVE associations of farmers", reports an officer of the Baltimore Bank for Cooperatives, "came through the depression without a failure of major importance." Some, it is true, have gone under, but in no case was the failure of more than local importance.

SAVING LAND FOR TOMORROW'S CONSUMERS



Dust rides the wind, seeps into homes to settle inches deep on window sills.

Shall tomorrow's consumers look to a land stripped of its fertility for their food and clothing, or shall today's consumers join with farmers in conserving and enhancing the richness of our land?

Desolation after a 1935 dust storm.

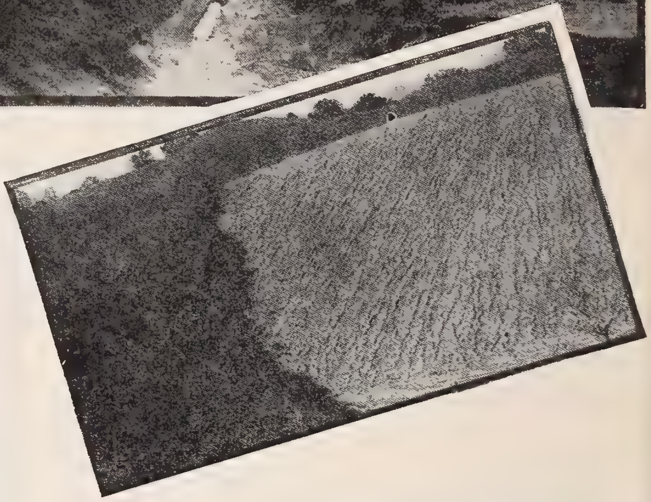
BEFORE this year is out, consumers in this country will eat somewhere near 150 billion pounds of food. They will use up over 20 billion board feet of lumber. They will purchase some 2½ billion pounds of cotton and wool materials.

ALL of these necessities of life must come from the soil, most of them from our own land. Behind the shops that make them immediately available, behind the factories that transform raw materials into useful forms, behind the railroads, ships, and trucks, that carry them from distant places, behind the farmers who grow the raw materials—behind all these and making their operations possible is a thin layer of earth. Out of that soil must come much of the stuff that makes daily living possible for some 125 million people.

VISIONARIES predict that many of these necessities one day will come to us from electrical contraptions in the home, or from factories which have learned the alchemy of translating a handful of chemicals into bins of food, or yards of fabric, or plastics with which to build and equip our houses.

ALREADY dairy farms abroad, they report, are experimenting with cabinets in which seed corn grows a foot high in ten days and produces five times the volume of seed planted in the ground. Experimenters predict the time will come when consumers can grow their year-round supply of greenstuffs by planting some seeds in cabinets in their homes. Making machines instead of cows do the work of manufacturing milk will be another achievement, they claim. Scientists here are testing ways of raising sheep on "synthetic" foods. Synthetic silk is in daily use by millions of consumers. Synthetic cotton already can be had. Plastics are taking the place of many things formerly made of wood.

SOME of these alchemies of science we can put to use today. But for this year, next year, and many years to come, today's consumers and their children must look to the soil as the main source of their food, their clothing, and other material needs.



SO ESSENTIAL a possession as this needs cherishing and care. To people living close to the land, the fact that land and its fertile topsoil is not a permanent thing, lying there year after year and ready to do its best for human needs, is no news. But for millions of consumers, remote from sources of supplies, it sometimes takes a catastrophe to make them aware of the roots of living, and to provide a warning that these roots must be preserved.

DUST storms in the past two years have provided such dramatic warnings. For the first time in history, winds swept great clouds of dust from the West across the country to cast a yellow gloom over cities two thousand miles away, along the Atlantic Coast. Some of these clouds even swept beyond, and were sighted 300 miles out to sea. In Texas, 1935 dust storms piled up drifts 20 feet high, stretching sometimes a quarter mile across fields and fences. In western Kansas two dust storms carried away from 40 to 80 tons of soil per acre.

Gullies and hillsides like these show faulty land use. Thousands of acres have been allowed to wash away taking their owners' livelihood with them. Soil Conservation Service is showing how to prevent such devastation.

WIND erosion, set in motion by "man-made forces", the conservationists say, has transformed 5 million acres of good land into waste areas since May 1934. Some 60 million acres more, they say are in process of destruction by the same cause unless controlled.

CLOUD bursts and heavy rains, which take their toll from the land, point warning

Sub-standard living is the lot of thousands of farm folk on poor land. They need outside help to get on their feet.

fingers, too. Two years ago in a bean and orchard district in southern California a single rain of 2¾ inches washed away 525 tons of earth an acre, and left behind land which was not simply damaged but ruined for food-growing purposes.

NEWS of the desolation that follows in the trail of these great winds and storms comes headlined to city consumers.

NOT HEADLINED are the less dramatic, more insidious, losses of soil which are going on all the time. They, too, are stealing away the original source of our necessities of life or adding needlessly to their cost.

TWO kinds of losses loom largest: one caused by wind and water erosion; the other caused by over-cropping, or over-cultivating land. Actual loss of soil results from the first. Loss of fertility is the penalty imposed by both.

CONSERVING soil means both controlling erosion and maintaining fertility. In some areas, soil impoverishment is due to one, in some to the other cause. In the last generation we have added enormously to our knowledge—if not to our practice—of the technique of rebuilding soil fertility. Less familiar is the cure of erosion.

RAINS, big and little, are constantly at work on our many acres. They may come as a benediction of the earth, to give greater life to growing things, but if the land that receives them can not absorb and hold the water, they carry away with them soil which has taken centuries to produce.

Families such as these are struggling against terrific handicaps because land on which they depended for a living has "moved out from under them."

Reclaiming a gully. One of many types of dams being constructed under the soil conservation program.

MORE than three-quarters of our country is sloping land. On all this land which is used for growing crops or grazing animals, water—not controlled—can work permanent damage. It has done so in the past, is doing so today, and will continue unless care is taken to protect the soil against "erosion", or wearing away.

TOPPING these lands is a productive soil which is only about 7 to 8 inches deep. From these few inches must come our bread, our vegetables, our milk and meat, our shirts and socks, our thousands of other foods and clothes. How those inches of soil are cared for means as much ultimately to city consumers as to the farmers.

TWO YEARS ago the Soil Conservation Service made a survey of all the country to get a general idea of the damage which wind and water erosion had done to our soil. The National Resources Board has been studying the question, too. From these sources come these figures:

Banks of deep gullies are graded and planted with soil binding vegetation.

OUR country covers some 1,902 million acres. Of this total, close to 1,000 million can be classed as agricultural land. About 600 million acres of this agricultural land is crop land which has been tilled in the past, is being tilled now, or is suitable for tilling in the future.

MORE arresting are these discoveries: Three-quarters of these 600 million acres of past, present, or future crop land are subject to erosion. Already about 200 million are seriously impoverished.

"WE can boast the banishment of our last frontier", says the

Building a dam of asphalted bags in a spillway in the southwest. Note pipes at the side for relieving winter pressure.

Soil Conservation Service, but "we can also boast the most colossal achievement in soil wastage the world has ever witnessed in the same length of time."

CONSERVATION measures must focus on all the present and potential crop land which is threatened with erosion, but the immediate job is to look to the land which is now used for agricultural purposes.

UNTIL agricultural adjustment programs came along, we were using about 360 million acres for harvested crops. Fertility of the soil has been reduced virtually throughout this area and must be rebuilt. Erosion, says the Soil Conservation Service, has ruined 50 million acres. The major concern is that soil losses shall be stopped on the remaining 310 million acres.

MILLIONS of gullies, which never existed when we started to farm our country, now run across its face like cracks on a chapped hand. Many of them have cut their way into precious land and are carrying away what might be used for growing clothes and food for people.

Three-quarters of our country is sloping land. On all this land which is used for growing crops or grazing animals, water – not controlled – can work permanent damage.

SCHOOL books do not tell the tale. We have grown up innocently believing that our wealth in soil is as great today as it was when the last foot of land was acquired. All of the little rocks and rills prettily pictured seem to have been there from the beginning of time. They beguile us with their charm. Seldom if ever do we pause to question how they came about and what their coming has cost us.

THIEF-LIKE, this wearing away of valuable soil goes on year after year. Three billion tons of soil are lost from fields and pastures every year, a loss put by the Soil Conservation Service at 400 million dollars a year. Losses grow proportionately greater as, inch by inch, the valuable topsoil gives way. During the next 50 years they may total as much as 30 billion dollars, unless we learn and use new ways of caring for our soil.

EROSION costs do not stop with these soil losses. Their human costs mount high. Farms stripped of their soil wealth mean bankrupt farmers. They mean poorer food, poorer housing, tattered clothing, children undernourished, and lacking normal opportunities. Many of the one million farm families who have had to be cared for by the Federal Government during the past 2 years, had been trying to make a living on land which could no longer support them.

NOR do these costs stop at the doorsteps of the bankrupt farmers. What little produce such farmers can bring to market is enough to pull down prices which farmers on good lands receive. That in turn forces farmers on good lands to overwork their soil in order to make ends meet.

HERE, then is the problem. We have 125 million and more consumers to feed and clothe.

Terraced wheatfield on an Erosion Experiment Farm in the middlewest.

Strips of summer wheat seeded on the contour in a summer-fallow field to retard the down-wash of soil.

We are doing the job now by using up or letting waste away the source of materials original for these needs. Next generation's consumers—possibly 15 million more than we are—must look to this soil for their food and clothing. What can we do to farm our soil and keep it, too, and so increase our own chances for a good living and those of tomorrow's consumers?

OBVIOUSLY our soil has wasted away in the past because it has not been used wisely, but why?

PART of the answer lies in farmers' ignorance of wise soil-conserving methods. Most of it is due to failure, largely because of immediate economic pressure, to put such methods into practice.

NATURE has its own protectors—trees, grass, shrubs, that hold the soil in place. When people come along and destroy this protective covering, by burning forest or grasslands, ploughing and cultivating cleared land, overgrazing, they expose the fertile topsoil to the rain. Crops which humans want from the soil do not hold the soil in place as tightly, surely, as nature's guardians.

WATER erosion then has its chance. Rain, which cannot penetrate or is not held by the soil, flows across cultivated fields, picks up fine fertile particles. Little rivulets—running, perhaps, along a rut from a cartwheel—

[Concluded on page 31]

Nuts for Extra Nutrition

Festive touches on the menu can make valuable additions to the diet.

FOOD FADDISTS claim that nuts are enough for a well-fed life. Nutrition specialists say this is an exaggeration. But after the scientific sifting of fact and fallacy, plenty of reasons remain to justify a real place on the marketing list for treats in the form of nuts.

WHETHER TASTE or food value stimulates your hunger for nuts, it stands to be well satisfied this year. Big nut crops are on the cards. The pecan crop is the biggest on record. The total production of walnuts, pecans, almonds, and filberts is almost half again as big as usual. The peanut crop is breaking all records. When you count the nuts we gather from our wild American trees--black walnuts, hickory nuts, butternuts, hazelnuts, beechnuts and pine-nuts--the total adds up to a staggering tonnage. For many years we have been growing more and more nuts, importing less and less. Between 1920 and 1927 we raised our yearly per capita eating average of nuts other than peanuts from 2 pounds to 3 pounds. During the depression we dropped back to 2 pounds apiece. As consumer incomes go up, Government nut experts are forecasting that our nut consumption, especially of native nuts, will rise again.

PEANUTS, botanically not true nuts at all, nevertheless lead the field in the taste of nut consumers. As nuts, in candy, in peanut butter, we usually eat twice as much of peanuts as we do of all other nuts combined. Probably because peanuts are always cheaper than other nuts, we gave a still bigger edge to peanuts over other nuts during the depression. In the years 1931-32 and 1932-33, our annual consumption of peanuts in these forms went up to an average of more than 400,000 tons, almost three times the consumption of all other nuts combined. Since then more of the peanut crop has been going into peanut oil, as shortage of other fats has opened up new market possibilities for peanuts. This year's crop of peanuts for all purposes promises to total 620,000 tons, or more than a billion pounds.

It takes a bag this big of almonds in the shell to give the pound of nut meats in the dish.

WALNUTS take second place in consumer favor. Over a third of the commercially raised "tree nuts" we ate last year were the so-called "English" walnuts, which actually originated in Persia and came to us by way of England. Now five-sixths of those we eat are raised on our own west coast. Most of the imported sixth comes from China.

PECANS, headlining native nuts, have come 'way up in popularity in the last few years, crowding almonds out of their position in American consumption and showing signs of serious competition with "English" walnuts. Pecans make up one-fifth of the tree nuts we eat nowadays. Pushing in this direction is the rapid development of the new improved varieties—"paper shell" to the lay consumer. This year's pecan production is almost twice as big as the average for the 5 years 1930-34.

CASHEW NUTS have skyrocketed overnight into fourth place in America's nut eating. Only 5 years ago, in the year 1929-30, this exclusively imported nut accounted for just about one three-hundredth of our nut consumption, not counting peanuts. By 1930-31 it had jumped to one-twentieth, and in 1931-32 up again to one-twelfth, and the last figures—1934-35—show us eating one pound of cashew nuts in every seven pounds of "tree nuts." The experts figure we haven't seen the end of this trend, which is contrary to the general falling off of nut imports.

BRAZIL NUTS, which are all imported, accounted for almost one-eighth of the tree nuts we ate in 1934-35.

ALMONDS have been on the toboggan in American taste since 1919. Then they ranked first in consumption (always excluding peanuts). Now they rank fifth. From the three-quarters of a pound which Americans on the average ate in that year we have cut our consumption down to a yearly per capita average of one quarter of a pound. And the end is not yet in sight.

Classifying walnuts according to color.

CHESTNUTS, since the blight that wiped out American trees, nowadays all come from abroad—from Italy, Spain, and even Japan. They make up about one-twentieth of the tree nuts we eat. Then come filberts, big brothers to our own wild hazelnuts, also mostly imported. Following down the line in still smaller proportions of American consumption come the pignolias—the imported kind of 'pine nut'—pistachios, and others in too small quantity to have their shares reported.

Harvest season for California walnuts.

DEPRESSION brought loss to nut growers in the United States. Consumers could not spend the necessary amount of money to give growers sufficient income to pay them for producing the increasing crops of American nuts. During the years 1927-28 to 1930-31 growers received an average of better than 17 cents a pound for pecans, walnuts, and almonds. This price had come down to an average of 8.3 cents in 1932. Peanuts, always much lower in price than other nuts, dropped in the same period from nearly 5 cents a pound at the farm in 1928 to 1½ cents a pound in 1932.

CONTROL PROGRAMS were requested by nut producers to lift the burden of surplus nuts which was pushing prices down to loss levels. The chief trouble spots were in the walnut, pecan, and peanut industries.

Peanuts growing in North Carolina.

WALNUT HANDLERS worked together in 1933, 1934, and 1935 under AAA marketing agreements to protect the American unshelled walnut industry. By the terms of all three agreements, only 70 percent of each year's supply of 'merchantable' walnuts may be marketed in the regular unshelled form. The supply means the total nuts on hand including both current crop and carryover from previous years. 'Merchantable' nuts means those grading high enough to go into the unshelled nut trade. Ordinarily only culls are sold in shelled form, which with imports from China make up nearly all the walnuts we buy already shelled. But under the terms of the control programs, the 30 percent 'surplus' is turned over to the walnut control board, to be exported or marketed in the form of shelled nuts.

PECAN HANDLERS are signing a tentatively approved pecan program which would stipulate grading and price filing, and eliminate certain unfair trade practices, but would not control volume of production or marketing. This agreement would affect only the pecans sold unshelled. This includes all improved "papershell" varieties of pecans which are always marketed in their shells. Most seedling pecans go to market only after shelling. Normally the improved pecans sold in their shells make up about one-quarter of the total. This year, with a bumper crop which throws all normal proportions out of balance, 16½ million pounds out of a total crop of 95 million pounds are of the improved varieties, due to go to market in their shells.

PEANUT CROPS, so record-breaking as those of 1931 and 1932, both over the billion-pound mark, with low consumer incomes to buy them, brought loss to the farmer. At the 1932 average farm price of less than 1½ cents a pound, growers' income hit a low of under 13 million dollars for the year, a drop by almost two-thirds from their 35½ million dollar income in 1928. To correct this impossible situation, a marketing agreement was negotiated with peanut shellers and became effective in January 1934. Technical difficulties prevented this becoming entirely effective, and experience led to a new plan which went into effect in October 1934. With a tremendous crop of over a billion pounds threatening to depress prices, a "diversion program" was agreed upon (see CONSUMERS' GUIDE, December 17, 1934). Under its terms growers received diversion payments on peanuts sold to be crushed for oil which would give them sufficient total return for their nuts to compete with the price they could get from the shelled-goods trade. Out of the 914 million pounds of peanuts actually offerred for sale during the year, about 153 million pounds were diverted into manufacture of peanut oil and its byproducts. Due to the program that made this possible, and the higher average incomes consumers

Peanuts plus a little oil, salt, and labor become delicious home-made peanut butter.

were receiving which enabled them to pay the cost of the program at the rate of about one cent a pound on the retail price of peanuts, peanut growers received an average of 3¼ cents a pound for their peanut crop, bringing their income from peanuts for the year up to 29¾ million dollars. And practically no unsold stock remained to handicap the next year's peanut market.

THE 1935 CROP totals even bigger than 1934's, breaking all records. Under a new diversion program which took effect last Fall, 118 million pounds of peanuts have been diverted or purchased subject to diversion, and the farm price for the year held at an average of 3.2 cents a pound, raising growers' total income from peanuts for the year to 34¼ million dollars. Contracts under this program have now expired. Unless consumers through still higher incomes are willing to buy a much larger proportion of peanuts than usual in the form of nuts, candy, and peanut butter, or unless new means are found to divert more peanuts into other channels, farmers and manufacturers stand to have a sizable left-over of their peanuts on their hands at the beginning of next season.

COMPARE COSTS OF SHELLED AND UNSHELLED NUTS

To get one pound of nut meats you need these pounds unshelled:

	Pounds
Almonds	3⅓
Brazil nuts	2½
Chestnuts	1½
Filberts	2¼
Peanuts	1½
Pecans:	
Seedlings	2½
Stuart (Improved variety)	2½
Schley (Improved variety)	1⅔
Pistachios	3
Pignolias	1½
Walnuts ("English")	2½

CONSUMERS have been consistently lucky in these years of high production and lowering retail prices of nuts. "Soup to nuts" used to mean a festive company dinner. Now we can buy pecans in the nut shop on the corner at prices that used to mean peanuts. And all nuts are bargains in food value.

PROTEIN leads the list of nut recommendations. Nut protein, like that in eggs and milk and meat, is "efficient" protein, able to help us build and repair body tissues. But before you make high-wide-and-handsome substitutions, consider the impracticability of eating enough nuts to get your quota of protein when in most nuts you must eat so much fat along with it. So count on nuts as a supplementary, not exclusive, source of protein supply.

FAT CONTENT varies with the variety of nut. Proportion ranges from a low in coconuts of one-third fat, through almonds—about half fat—up to pecans which are almost three-quarters fat. The proportion of fat in most nuts ranges between one-half and two-thirds. This puts nuts definitely on the spot reserved for fuel value, and calls for wariness about uses that would double the richness of dishes or meals already rich. Most nuts have a calory count of well over 3,000 calories per pound, or equal to the entire day's requirement of fuel value for an active man.

EXCEPTION to this general rule of oiliness in nuts is the chestnut with only one-third the calory count of the pecan, and that made up almost entirely of carbohydrates. Coconut meat comes not much higher in fuel value but lacks also, the high protein values of the typical nut. Peanuts, almonds, and cashew nuts, while further up the fuel value scale, are not in the high fat-content class of pecans, walnuts, hickory nuts, filberts, butternuts, and Brazil nuts.

IRON in good supply comes with natural, unblanched nut kernels, especially those of almonds, hazelnuts, walnuts, pecans, and hickory nuts. Phosphorous is richly provided by most nuts.

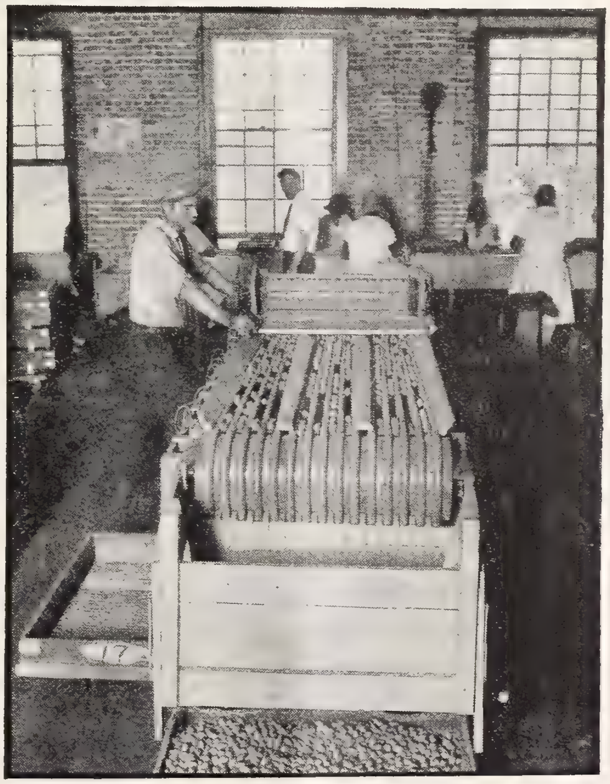
VITAMINS are not an important contribution of nuts, though most nuts are good sources of Vitamin B, the "appetite vitamin." Some nuts offer a fair supply of Vitamin A, too, which helps to stand off certain infections.

BEST USES for nuts, then, are in dishes and in meals where the fat is short, and the protein can well stand reenforcement. In salads, as stuffing and topping, and flavor accents for vegetable dishes, in loaves for main courses, and to dress up and give body to modest desserts—these are the places on the menu that call loudest for nuts.

ECONOMY carried to its ultimate possibility would call for careful calculation as to

Modern cultivating methods have helped in the pecan's swift drive toward the top among nut crops.

whether to buy nuts shelled or in the shell. At first glance it seems obvious that by doing the labor yourself you can save money. But do a little figuring first. Get the prices of nuts shelled and unshelled in your store. Use the table on page 12 which shows how many pounds of nuts in the shell it takes to give you one pound of nut meats.



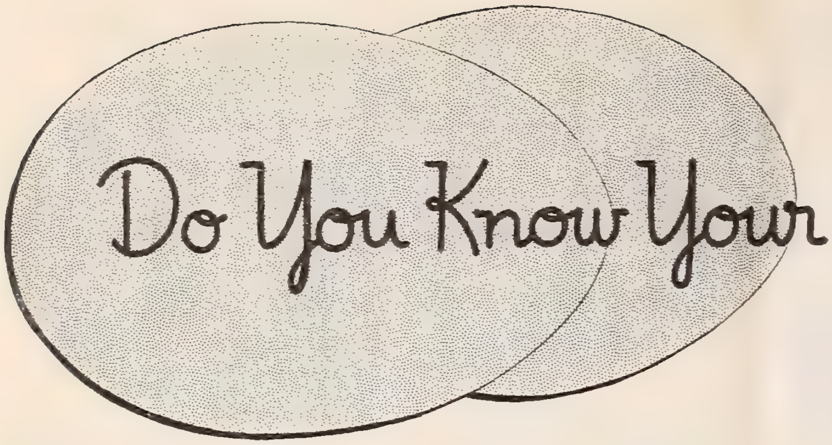
Pecans grading themselves with the help of a machine.

PRICES in one Washington nutshop gave us these results: "English" walnuts, for instance, cost 85 cents a pound already shelled. That sounds expensive. With their shells on they cost 35 cents a pound. But wait. To get one pound of shelled nut meats we must buy 2½ pounds of the unshelled nuts at 35 cents a pound, totaling 88 cents, as against 85 cents for the equivalent nuts already shelled. In the case of almonds, we were quoted 95 cents a pound for the shelled nuts and 38 cents a pound for the unshelled. It takes 3⅓ pounds of unshelled almonds to give a pound of meats, so we would have to pay almost $1.27 for what we could get for 95 cents if we passed up the heavy labor.

SOME USES, of course, call for nuts in the shell. For after-dinner nibbling from the fruit and nut bowl before the fire, the nutcracker seems indicated. On the other hand, there seems little point in spending extra money for the privilege of cracking nuts that are to be chopped up for nut bread, cakes, and candy.

HYGIENE raises a question in the minds of many consumers on the point of shelled versus unshelled nuts. Doubt on that score seems entirely logical, since a hand-processed, uncooked product is wide open to contamination. It can only be as clean as the hands that did the work, and the precautions of cleanliness depend entirely on the conscience and efficiency of the packing company. Consumers who plan to use nuts in ways which give them a thorough cooking can feel safe in buying them shelled. For raw uses it seems obvious that the unshelled nut boasts the advantage of absolute safety in its natural germ-free package.

One way a popular American nut goes to market.



Do You Know Your Egg Laws?

RESEARCHERS for the National Association of Marketing Officials have completed the big job of compiling and studying egg laws and grades in the country.

TWO hundred egg laws, they find, have been passed by State and local governments in the last 25 years. Some 10 percent of them have been repealed. About 70 percent have been passed into the limbo of the forgotten. Only 20 percent are now being rigidly enforced.

MANY of the latter are laws which have little immediate importance to consumers, but knowledge of two kinds of laws—on grades and sizes—should be part of the equipment of buyers who want to know quality values before they buy.

Low-priced egg months are coming —March, April, and May — when wise consumers plan for more eggs in the family menu.

EGG standards are not yardsticks of food nutrients but of other quality characteristics, including size.

VARIATION in the amount of food nutrients in eggs is not important except in respect to vitamins. Egg yolks contain Vitamins A, B, D, and G. The amount of Vitamins B and G is about the same in all eggs. Vitamin A varies considerably, depending on the diet of the hen, the number of eggs which the hen lays, and on time in the egg-laying season. Vitamin D can

20 STATES HAVE EGG GRADES OF THEIR OWN

State	*Best grade*	*Second grade*	*Third grade*	*Fourth grade*
New York*	Fancy	"A"	"B"	"C."
California*	Specials	Extras	Standard	Trade.
Florida*	Florida fresh	Shipped	Cold storage.	
Michigan*	Fancy	"A"	"B"	"C."
Minnesota* (retail)	Minnesota "A" No. 1	Minnesota "A" Medium	Minnesota "B" No. 1.	
Nevada*	Large, special	Large, extra	Large, standard.	
North Carolina*	Fresh North Carolina	Cold storage	Processed, shipped.	
North Dakota*	"A"	"B"	Undergrade.	
South Carolina*	South Carolina fresh	Cold storage	Shipped.	
Wyoming*	Wyoming fresh	Fresh-out-of-State	Cold storage	Preserved.
Arizona	Arizona fresh.			
Connecticut	Fancy and special	Connecticut, extra	Connecticut, gathered.	
Georgia	Extra	Standard	Trade	Yard run.
Illinois	Grade "A" hennery	Grade "B", strictly fresh	Grade "C", fresh	Grade "D", edible.
Iowa	Grade 1 special	Grade 2	Grade 3	U. S. lower grades.
Kentucky	Grade "A" (extras)	Grade "B" (firsts)	Grade "C" (seconds).	
Maryland	Fresh	Large 24-oz. doz	Medium 21-oz. doz	Small 18-oz. doz.
Rhode Island	Special	Fresh	Processed.	
Vermont	Vermont fancy	Vermont medium	Vermont pullet	Vermont "A."
Wisconsin	Wisconsin grade "A"	Wisconsin grade "B"	Wisconsin undergrade.	

* Grading in these States is compulsory.

vary, also, according to the kind of feed and the amount of sunlight which the hen receives. Between one egg and another on the market these days there is probably little difference in this vitamin, however, since most hens are being fed a ration to which cod liver oil has been added.

AGE is still a quality standard in some laws, yet scientific studies show that it is a poor index. One study proved that eggs kept at a temperature of 100 degrees will deteriorate as much in 3 days as eggs kept at 33 degrees for 100 days. Cold storage eggs which have been stored so that they are fit to eat probably show little loss in food nutrients.

DISTANCE from point of production is no measure of quality, either, provided the eggs have been handled with ordinary care and kept at the right temperature between their laying and their selling.

UNITED STATES grades, worked out by the Bureau of Agricultural Economics, are voluntary. Any dealer can have the expert services of this Bureau's graders, provided he pays the small cost involved. The cost of grading 25 cases, each of them holding 30 dozen eggs is only $1.50, or 0.2 cent a dozen. Many eggs are sold today under these grades. Eggs graded by these agents can then be marketed with a seal on the carton which shows the grade and either the date when the grading was done or a marker reading: "Not to be sold after (date)."

[Concluded on page 31]

SIZE STANDARDS FOR EGGS
(Dozen Weight)

State	*Large*	*Medium*	*Small or pullet*	*Peewee*	*Over-grades*
Arizona	24 oz	NL* 20 oz	NL* 16 oz.		
California	NL 23½ oz	NL 20 oz	NL 16 oz	Under 15 oz.	
Colorado (1st and 2d grades only).	NL 24 oz	NL 20½ oz	NL 17 oz.		
Connecticut	NL 24 oz	21 oz. av	Less than 20 oz. but at least 18 oz.	Others	Extra large 24 oz. av., 23 oz. min.
Delaware	23 oz. or over	21 and 22 oz	19 and 20 oz	Under 19 oz.	
Florida	NL 24 oz	NL 20½ oz	NL 17½ oz		Extra large, NL 27 oz.
Georgia	24 oz. av	20½ oz. av	17½ oz. av.		
Kentucky	Av. 24 oz. (2 eggs at 22-oz. rate allowable).	22 oz. (2 eggs at 20-oz. rate allowable).			
Louisiana (U. S. grades).	Uniformly large	22½ oz	22½ oz.		
Maine (U. S. grades).	NL 24 oz	NL 21 oz	Cooking, 20 oz.		
Maryland	NL 24 oz	NL 21 oz	NL 18 oz.		
Minnesota	23 oz. av	20 oz. av			"A" No. 1, av. 24 oz.
Montana (U. S. grades).	24 oz. av	20½ oz. av	17 oz. av.		
Nebraska	Specials, 24 oz. net	Extra 24 oz. net	Standards, 22 oz. and up.		
Nevada (U. S. grades).	Extras, 24 oz. av	20 oz. av	16 oz. av		Large special, 26 oz. av.
New Hampshire	NL 24 oz	NL 21½ oz	NL 19 oz	Less.	
New Jersey	NL 24 oz	NL 21 oz.			
New York	NL 24 oz	NL 20½ oz	Less than 20½ oz.		
North Dakota	NL 24 oz	NL 23 oz	Av. 20 oz.		
Pennsylvania	24 oz	21 oz	17 oz. av.		
Rhode Island	24 oz. av	21 oz. av	18 oz. av.		
Utah	24 oz. av	20½ oz. av	17 oz. av.		
Vermont	24 oz. av	21 oz. av	19 oz. av.		
Wisconsin	NL 24 oz	NL 21 oz.			

*NL means: Not less than.

CONSUMER-FARMER BRIEFS *from* WASHINGTON

Degree of acidity or alkalinity plays an important part in plant growth. Some plants require an acid soil, some prefer an alkaline one. Here a chemist in the Soil Investigations Division of the Bureau of Chemistry and Soils of the U.S. Department of Agriculture is determining the acidity of soil.

FARMERS improved their position in 1935 over 1934 to the tune of 12 percent more gross income, 10 percent more in cash income, and the largest return for their labor, capital, and management for any year since 1929.

GROSS INCOME of farmers for 1935, according to economists in the Bureau of Agricultural Economics who report on the farm situation, was $8,110,000,000, compared with about 7¼ billion in 1934, and 5⅓ billion in 1932, the lowest point of the depression. This estimate of increased gross income includes rental and benefit payments, but final figures for 1935 will probably show a decrease in these payments of more than 100 million dollars from 1934.

EXPENSES of farmers, including wages, taxes, interest, rent, and depreciation of buildings and equipment, did not go up during 1935 as much as farmers' income, so that their net income left after allowing for these expenditures was greater than the year before and larger than for any year since 1929. Though this return on their capital, labor, and management is 72 percent of what farmers were able to make in 1929, it is still three times what they made in 1932.

PRODUCTION volume was about the same as in 1934, with bigger output of grains, cotton, vegetables, and fruits balanced by smaller production of meat animals, livestock products, and poultry. But high prices allowed both grain crops and animal products to bring in more income in 1935 than in 1934, in spite of the fact that the crops were larger and the livestock numbers smaller.

BIGGEST GAINS went to the Eastern Corn Belt States, Kentucky, Oklahoma, and the Mountain States. Only eight States received less income than in 1934, those mostly in the South Atlantic region which showed the smallest general improvement.

MOST encouraging factor in farmers' present situation, according to economists in the Bureau of Agricultural Economics, is "that the last year actually has improved the farmer's position relative to other productive groups. Not all farmers have shared fully in this—eastern dairymen and potato growers for instance—but it is true of the industry as a whole."

RESULTS of farmers' relative prosperity have already started going down the line to improve the situation of other groups. People who make and sell clothing, house furnishings, farm machinery, automobiles, and building materials have felt the biggest benefit of this new farm buying. General stores in small towns sold goods coming to 1/5 more dollars in the first 11 months of 1935 than in the same time during 1934. Though this was only 4/5 of the dollar volume of these stores, sales in the same part of 1929, and allowance for the difference in prices would show that these 1935 dollars bought almost as much goods as the 1929 dollars did. An even more startling indication is that of the mail-order houses which supply needs of farm families. They reported bigger sales than for the first 11 months of any year since 1929, and if the price level is taken into account the figures represent more merchandise sold than in the same period of any year on record.

AAA

1,000 CREDIT UNIONS organized under Federal charter in 16 months is the record announced by the Farm Credit Administration on January 31. Each month has shown a faster rate of increase, last figures indicating 100 new credit unions to the month, which according to present estimates will soon be doubled.

AAA

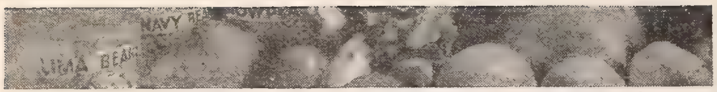
TWO university cities announce progress in the field of consumer cooperatives. The Ohio Farm Bureau Cooperative Association following its regular line of promoting city consumers' cooperatives, helped a group of Columbus consumers to organize a cooperative oil station which also serves as the buying agent for coal, fuel oil, and dry cleaning. Consumers in Madison, Wis., have organized three cooperative oil stations, a cleaning and pressing cooperative, restaurant, milk route, coalyard, fuel oil business, and several credit unions. The oil cooperative with a coalyard in connection did a business of $18,000 in 1935 and passed 8 percent in savings back to purchasers.

AAA

WOMAN'S WORK does not require the amount of energy food usually recommended for women in dietary standards, according to the results of a study by New York State College of Home Economics of Cornell University at Ithaca. The study is based on estimates of energy per kilogram of weight per hour used up in various activities such as preparing meals, washing dishes, carrying wood and water, ironing, sewing, etc., and the amount of energy taken in in food by individual farm women. The results show that about 2,500 to 2,600 calories a day are enough for farm women not regularly engaged in actual farm labor. For the average town or city housewife this study shows about 2,200 to 2,300 calories a day are needed. Usually dietary scales and standards in general use in America call for 2,700 to 3,000 calories for farm women and 2,400 to 2,500 for the women "at moderately active work" which most people interpret as housework. On that basis the conclusion of the study is that "these scales and standards tend to overestimate the energy needs of women generally." This conclusion does not of course mean that too good a diet is ordinarily recommended for women, but simply too many calories of energy, which is quite a different matter since the highest energy foods are not the most complete from the point of view of healthful nutrition.

AAA

MEAT GRADING reports for 1935 show a long step taken over the years before. Nearly 320 million pounds of meat were sold under the stamp of Federal graders, as compared with 255½ million in 1933 and about 283 million pounds in 1934, meaning an increase of about 25 percent in graded meat in 2 years. The sharpest rise was in sausage and ground meats of which nearly 20 times as many pounds were graded in 1935 as in 1933. Lamb showed a strong rise too, coming up from 8 million pounds in 1933 and 9⅓ million in 1934 to 17½ million pounds in 1935. Grading of cured pork almost doubled.



REPORTS for February 11 showed another small drop in the average cost of foods. At the end of 1935 retail food prices averaged 82.5 percent of the 1923-25 average. This was the highest point reached since the spring of 1931. At the low point early in 1933 retail food prices were about 60 percent of the 1923-25 average. The increase from the spring of 1933 to the end of 1935 represented a rise of a little over one-third in the cost of food.

DURING the first 6 weeks of 1936 food costs dropped slowly but steadily. The index stood at 82.5 on December 31, 1935, at 81.7 on January 14, 1936, at 80.7 on January 28, and at 80.6 on February 11.

TWO facts stand out: First, that although there have been substantial decreases in prices of a few important foods, the index of food costs in general has not yet dropped very much; second, that the rate of the price drop appeared to be slowing up in February.

PROSPECTS appear to be for some further drop of food prices during the next few months. Food prices later in the year will be influenced a great deal by prospective crop conditions.

THE Bureau of Labor Statistics reports decreases from January 28 to February 11 in the prices of six of the eight commodity groups, while prices of dairy products and eggs advanced. The increase in egg prices at this time of the year is unusual. It was due to the extreme cold weather which existed in a large part of the country. Hens do not lay so well in cold weather, and the cold weather, together with storms, makes it difficult to ship eggs and many other commodities. Severe winter weather in January and February had a strengthening effect on the prices of a number of foods and it is likely that if weather conditions had been more normal a greater drop in food prices would have occurred.

FREEZES in the South often occur at this time of the year. There was a rather serious one in February in some of the truck growing areas which reduced yields of several early vegetables and made necessary the replanting of some vegetables. On the whole, however, it seems probable that there will be liberal supplies of most of the early crops this year. This is particularly true of cabbage although the cold weather in Texas and Florida may have damaged the cabbage crop somewhat. There is a big acreage of this crop in the early and second early States and shipments during the past few weeks have been heavy.

CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

Kind of food	Jan. 28, 1936	Feb. 11, 1936	Change in two weeks
Dairy products:	¢	¢	%
Milk, qt	*11.8	*11.8	——
Cheese, lb	27.6	27.6	——
Butter, lb	40.9	41.8	+2.2
Beef:			
Round steak, lb	34.2	33.4	-2.3
Rib roast, lb	30.2	29.9	-1.0
Chuck roast, lb	23.4	23.0	-1.7
Pork:			
Chops, lb	31.8	32.0	+0.6
Lard, lb	17.1	16.8	-1.8
Whole smoked ham, lb	32.4	31.5	-2.8
Lamb:			
Leg of lamb, lb	29.1	28.4	-2.4
Breast lamb, lb	13.2	13.2	——
Square chuck, lb	22.9	22.2	-3.1
Poultry and eggs:			
Hens, lb	32.2	32.5	+0.9
Eggs, doz	36.2	36.8	+1.7
Bread:			
White, lb	8.4	8.4	——
Rye, lb	9.1	9.1	——
Whole wheat, lb	9.4	9.4	——

*3.5-5.0 percent butterfat (continued)

Your Food

MOST important increase during the first half of February was in the price of butter and eggs. Butter prices have been rising for some time. This is in spite of the fact that feed prices are much lower than they have been for the last year or two. Even with the lower feed prices farmers are finding that it is more profitable for them to feed the meat animals rather than to feed for milk production and this has tended to reduce the production of butter in some sections of the country.

CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

Kind of food	Jan. 28, 1936	Feb. 11, 1936	Change in two weeks
Cereal products:	¢	¢	%
Flour, lb	4.8	4.8	----
Macaroni, lb	15.2	15.0	-1.3
Wheat cereal (28-oz. package)	23.9	24.1	+0.8
Vegetables--canned:			
Corn, #2 can	11.4	11.4	----
Peas, #2 can	16.1	16.0	-0.6
Tomatoes, #2 can	9.3	9.3	----
Vegetables--fresh:			
Potatoes, lb	2.3	2.3	----
Onions, lb	4.3	4.3	----
Cabbage, lb	4.0	4.0	----
Vegetables--fresh:			
Lettuce, head	7.6	7.6	----
Spinach, lb	7.8	8.2	+5.1
Carrots, bunch	6.1	6.1	----
Fruit--canned:			
Peaches, #2½ can	18.5	18.2	-1.6
Pears, #2½ can	22.5	22.5	----
Pineapple, #2½ can	22.5	22.4	-0.4
Fruit--fresh:			
Apples, lb	5.4	5.3	-1.9
Bananas, lb	6.6	6.2	-6.1
Oranges, doz	28.4	30.0	+5.6

Bill

Complete on this page

PRICES of all other major groups of food fell off in the first half of February. These include cereals and bakery products, meats, fruits and vegetables, beverages and chocolate, fats and oils, and sugars and sweets.

SLIGHT decreases occurred in prices of most cereals and bakery products although there was a small increase in the average price of wheat cereal. Most meat prices also went down. Further drops were reported in prices of all cuts of beef and in prices of most hog products although reports indicate an increase in the prices of loin roast and pork chops. Most cuts of lamb also sold at lower prices.

PRICES at the farm in February were about the same as in January but according to a report of the Bureau of Agricultural Economics a downward trend is in prospect until the middle of 1936. Prices of hogs, dairy products, and potatoes in February were higher than in January, partly as a result of the continued and widespread cold weather. On the other hand prices of wheat, cotton, and some other products declined from January to February.

RETURN of warm weather will probably bring with it lower prices of dairy products and eggs. The seasonal decline in hog prices which usually occurs in the spring is likely to begin earlier and perhaps will be greater than usual this year. In the next few months prices of farm crops will be affected by the planting and growing conditions. Wheat prices especially will be influenced considerably by weather conditions during the next few months. Since the carry-over of wheat and other grains has been reduced, weather conditions will play a more important part in the price outlook than they have during the past few years.

FARM INCOME in 1935 including rental and benefit payments was 9 percent greater than in 1934. It is expected that the income from farm marketings in the first half of 1936 will continue above the level of a year earlier.

RETAIL PRICES of foods have been readjusted quickly and fairly completely to the removal of the processing taxes, although bread prices perhaps should be reduced somewhat more than they were up to February 11. Lowering of the prices of hog products also was doubtless a large factor in bringing about lower prices of beef and lamb.

ANY further substantial reduction in retail food prices will probably be the result of lower prices at the farm. As indicated above the present outlook is for somewhat lower prices of a number of products at the farm from now until the middle of the summer. Prospects during the latter half of this year will of course depend largely on the outturn of this year's crops and it is too early to forecast definitely what the supplies of foods will be. If weather conditions should be about normal, it is likely that the average level of food prices in 1936 will be lower than in 1935.

Dairy Products

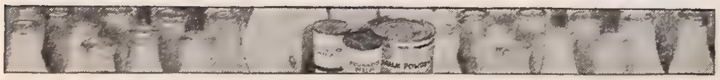
BUTTER went up almost 1 cent a pound from January 28 to February 11. Prices of milk and cheese were unchanged in these 2 weeks.

ONE of the most important factors in the recent rise in the butter market in January and February was the severe winter weather. Heavy snowstorms and cold weather tended to curtail production in the market receipts of butter.

ANOTHER factor which for several months has tended to keep butter prices up has been high prices of meat animals which have made it more profitable for farmers to feed livestock for meat purposes rather than to feed dairy cows for milk production. The present outlook, however, is for at least the usual seasonal increase in production during the remainder of the winter and early spring. Some seasonal decline in butter prices is likely until the middle of the summer.

STORAGE stocks of butter on February 1 were higher than on that date a year ago but considerably under the 5-year average. Stocks of American cheese are relatively large, being above the stocks of last year and substantially above the 5-year average.

ALTHOUGH some seasonal decrease in butter prices can be expected during the spring and early summer, no important drop is in prospect. The continued cold weather throughout February caused wholesale prices to advance throughout practically the entire month. From January 18 to February 22, the rise in wholesale prices amounted to about 5 cents a pound. Wholesale prices for the week ending with February 22 were about 3 cents higher than they were during the week ending February 23, 1935.



Average Retail Prices, February 11, 1936 (cents)

Markets	Milk (qt.)	Butter-fat content of milk	Cheese (lb.)	Butter (lb.)
United States	11.8	3.5-5.1	27.6	41.8
New England:				
Boston	11.7	3.7-4.0	26.2	41.6
Bridgeport	13.0	3.9	28.9	42.6
Fall River	13.0	3.8	26.8	39.9
Manchester	12.0	3.8-4.0	27.8	41.7
New Haven	13.0	3.7-4.0	28.0	42.1
Portland, Maine	12.0	4.0-4.3	27.7	41.1
Providence	13.0	3.7-3.8	26.4	40.7
Middle Atlantic:				
Binghamton	12.0	3.6-3.8	27.3	40.6
Buffalo	12.0	3.6-3.7	27.1	40.1
Newark	13.0	3.5	27.4	43.2
New York	13.0	3.5-3.7	29.3	43.4
Philadelphia	11.0	3.5-3.8	29.6	42.7
Pittsburgh	11.0	3.6-4.3	28.6	42.1
Rochester	12.0	3.8	28.4	39.9
Scranton	11.0	3.8	27.7	40.4
East North-Central:				
Chicago	11.0	3.5-3.8	29.0	42.1
Cincinnati	12.0	3.5-3.8	26.6	41.9
Cleveland	11.0	3.5	28.3	41.7
Columbus	10.0	4.0	26.4	41.0
Detroit	12.0	3.7-3.7	27.1	42.0
Indianapolis	11.0	3.8-3.9	26.3	40.8
Milwaukee	10.0	3.6-3.7	27.8	40.2
Peoria	11.0	3.8-4.0	27.1	41.4
Springfield, Ill	11.1	4.0	26.7	41.1
West North-Central:				
Cedar Rapids	10.0	4.0	25.3	39.5
Kansas City	11.1	3.8-4.0	27.4	40.3
Minneapolis	10.0	3.5	27.2	40.3
Omaha	10.0	3.8	25.9	39.8
St. Louis	12.1	3.7-3.8	26.6	42.1
St. Paul	10.0	3.6-3.7	26.6	40.7
Sioux Falls	10.0	4.0-4.1	30.1	39.2
Wichita	10.0	—	23.8	38.1
South Atlantic:				
Atlanta	14.0	4.2-4.4	23.2	41.2
Baltimore	12.0	4.0-4.2	26.1	43.4
Charleston, S. C	15.0	4.0-4.3	24.7	40.6
Jacksonville	15.0	4.0-5.0	24.1	41.5
Norfolk	14.0	3.8-3.9	23.5	40.9
Richmond	12.0	3.5	25.1	40.6
Savannah	14.0	4.0-4.5	24.2	40.9
Washington, D. C	13.0	4.1	26.1	43.3
Winston-Salem	14.3	4.3	25.8	41.7
East South-Central:				
Birmingham	13.5	4.3-4.5	22.3	43.2
Jackson, Miss	13.0	—	25.3	42.0
Knoxville	12.0	4.0-4.2	29.8	41.1
Louisville	12.0	4.0	25.1	41.1
Memphis	10.5	3.5-4.2	24.9	39.3
Mobile	14.0	4.0-5.2	25.2	39.7
West South-Central:				
Dallas	11.0	4.4	28.1	38.0
El Paso	11.0	—	25.3	40.2
Houston	12.0	4.2-4.5	23.0	41.0
Little Rock	12.0	3.8-4.5	24.1	39.0
New Orleans	12.0	4.0-4.5	25.7	41.4
Oklahoma City	11.0	4.0	27.3	41.6
Mountain:				
Butte	10.0	3.5-3.7	26.1	38.2
Denver	10.5	3.7-3.8	27.6	41.2
Salt Lake City	11.0	3.8	24.9	40.1
Tucson	12.3	—	23.8	40.3
Pacific:				
Los Angeles	11.0	4.0	26.8	39.9
Portland, Oreg	11.5	4.0	26.2	39.3
San Francisco	13.0	4.0-4.2	29.9	41.5
Seattle	10.0	4.0	25.4	41.4

Average Retail Prices, February 11, 1936 (cents)

Markets	White (lb.)	Rye (lb.)	Whole-wheat (lb.)
United States	8.4	9.1	9.4
New England:			
Boston	8.3	9.2	8.8
Bridgeport	8.6	9.1	9.1
Fall River	7.8	8.4	9.0
Manchester	8.5	9.0	8.6
New Haven	8.6	9.0	9.1
Portland, Maine	8.5	9.5	9.4
Providence	8.2	8.7	9.4
Middle Atlantic:			
Binghamton	—	—	—
Buffalo	8.0	8.6	9.2
Newark	9.1	9.5	9.7
New York	8.7	9.1	9.6
Philadelphia	8.9	9.9	10.7
Pittsburgh	8.8	10.6	10.6
Rochester	8.0	8.0	8.9
Scranton	9.6	9.6	9.4
East North-Central:			
Chicago	7.1	8.1	9.0
Cincinnati	7.8	9.4	9.5
Cleveland	7.6	8.3	8.8
Columbus	8.2	9.1	9.3
Detroit	7.4	7.9	8.2
Indianapolis	7.4	7.8	9.2
Milwaukee	7.7	7.6	9.8
Peoria	7.9	9.1	9.3
Springfield, Ill	8.9	9.3	9.0
West North-Central:			
Cedar Rapids	8.6	9.3	8.8
Kansas City	8.9	9.3	9.4
Minneapolis	8.3	8.8	9.3
Omaha	8.6	9.3	8.9
St. Louis	8.8	9.2	9.6
St. Paul	8.4	9.0	9.3
Sioux Falls	7.7	7.8	7.8
Wichita	7.6	8.0	9.3
South Atlantic:			
Atlanta	9.0	9.4	8.9
Baltimore	9.1	9.7	9.6
Charleston, S. C	9.3	9.8	10.0
Jacksonville	9.8	10.1	10.0
Norfolk	8.8	9.4	9.2
Richmond	8.7	8.9	9.5
Savannah	9.6	10.0	10.5
Washington, D. C	8.5	9.2	9.3
Winston-Salem	10.9	11.7	11.1
East South-Central:			
Birmingham	9.8	10.0	10.0
Jackson, Miss	10.3	10.1	10.1
Knoxville	9.0	10.1	10.7
Louisville	7.4	8.0	8.4
Memphis	8.7	9.5	9.6
Mobile	9.2	10.0	10.0
West South-Central:			
Dallas	8.8	9.0	8.6
El Paso	8.1	10.0	9.7
Houston	7.5	8.4	8.6
Little Rock	9.8	9.9	9.8
New Orleans	8.2	8.7	9.7
Oklahoma City	8.7	9.8	9.6
Mountain:			
Butte	9.7	9.7	9.8
Denver	7.9	9.7	8.3
Salt Lake City	7.0	9.4	6.8
Tucson	9.8	11.2	10.0
Pacific:			
Los Angeles	7.5	9.3	8.0
Portland, Oreg	9.1	9.9	9.2
San Francisco	9.3	9.0	8.9
Seattle	9.1	9.9	9.0

Bread

WHITE BREAD price average for the country continued its decrease which started after the removal of the wheat processing tax on January 6. Between January 28 and February 11 the decrease was 0.8 percent.

FOURTEEN cities reported decreases in the average price of this type of bread while 7 cities reported increases. In most cases these changes were small, the exceptions being an increase of 1.1 cents a pound in Jackson, Miss., and a drop of 0.6 cent in Portland, Maine. It is difficult to find any reason for the increase of 1.1 cents a pound in Jackson, Miss. The average price in that city on February 11 was reported as 10.3 cents. There is only one other city among the 59 reporting to the Bureau of Labor Statistics which reports a price as high as 10 cents. That is Winston-Salem where the average is reported as 10.9 cents a pound. The average price for the country as a whole is calculated as 8.4 cents a pound. Fifteen cities report prices of less than 8 cents a pound; 26 cities report prices from 8 to 8.9 cents a pound; 16 cities from 9 to 9.9 cents a pound; and two cities, Winston-Salem and Jackson, Miss., report prices of over 10 cents a pound.

THERE MAY be some further drop in bread prices during the next few months. The drop during January and February amounted to 0.2 cent a pound. The drop in the cost of wholesale bread ingredients during this period amounted to somewhat more than 0.3 cent a pound. It is true, of course, that changes in bread prices do not always occur immediately after the drop in wholesale prices of bread ingredients. This is because many bakeries have on hand a supply of flour which is bought at higher prices and try to keep up the price of bread until they buy a new supply at lower prices.

Cereal Products

PRICES of macaroni fell off 0.2 cent a pound from January 28 to February 11. An increase of 0.2 cent a 28-ounce package was reported in the price of wheat cereal.

IT IS difficult to understand why the price of wheat cereal should advance at this time. There was practically no change in the wholesale price of wheat during January and February and the removal of the processing tax of 30 cents a bushel in January should tend to lower the price of wheat cereal.

RETAIL PRICES of flour generally dropped immediately after the removal of the processing tax on wheat and no substantial changes in retail prices of flour are anticipated unless of course the price of wheat should change significantly.

WHEAT PRICES this year will depend more on weather conditions than they have during the past several seasons. This is because of the fact that the carryover supplies of wheat in this country and in other countries will be much smaller than in recent years. For several years there has been a burdensome surplus of wheat throughout the world and this heavy surplus has tended to maintain low prices which were not influenced very much by weather conditions either in this country or in Europe.

IF winter killing of wheat is not unusually heavy in the United States and if the spring wheat crop is about average there is likely to be a surplus of wheat in this country. This would probably mean a downward movement in prices, which would encourage exports from this country to Europe. This, of course, is on the assumption of average weather conditions. Abnormal weather conditions either in this country or any other wheat producing countries might greatly change the outlook for the wheat market during the next few months.

PRESENT indications are that the severe cold weather in January didn't greatly damage the crop in the Wheat Belt since that area was well protected by snow.

Average Retail Prices, February 11, 1936 (cents)

Markets	Flour (lb.)	Macaroni (lb.)	Wheat cereal (28-oz. pkg.)
United States	4.8	15.0	24.1
New England:			
Boston	4.7	14.5	23.7
Bridgeport	5.6	16.7	25.3
Fall River	5.1	15.3	21.4
Manchester	5.0	16.6	25.8
New Haven	5.3	15.8	24.2
Portland, Maine	4.7	17.7	23.7
Providence	5.0	14.3	22.3
Middle Atlantic:			
Binghamton	5.1	14.6	25.5
Buffalo	5.0	16.7	24.4
Newark	5.0	15.3	23.5
New York	5.3	16.5	23.5
Philadelphia	5.0	15.3	25.0
Pittsburgh	4.4	15.8	23.5
Rochester	5.2	14.9	23.1
Scranton	4.9	15.5	25.4
East North-Central:			
Chicago	4.9	13.0	25.8
Cincinnati	4.6	14.9	22.6
Cleveland	4.9	14.8	23.4
Columbus	4.2	16.7	22.6
Detroit	4.7	14.1	23.5
Indianapolis	4.3	14.7	25.8
Milwaukee	4.6	13.8	24.7
Peoria	5.0	12.2	26.6
Springfield, Ill	5.4	12.0	26.9
West North-Central:			
Cedar Rapids	4.9	14.9	23.9
Kansas City	4.4	15.9	23.3
Minneapolis	4.9	14.0	21.9
Omaha	4.5	18.5	24.6
St. Louis	4.9	16.3	26.2
St. Paul	4.9	13.9	23.9
Sioux Falls	4.2	13.3	26.5
Wichita	4.2	13.4	24.6
South Atlantic:			
Atlanta	5.1	16.4	24.7
Baltimore	4.8	14.7	23.0
Charleston, S. C	5.5	15.4	24.4
Jacksonville	5.6	14.8	26.0
Norfolk	4.9	15.7	24.9
Richmond	4.8	14.8	24.4
Savannah	5.2	16.1	25.0
Washington, D. C	5.2	15.1	23.8
Winston-Salem	3.9	17.7	30.1
East South-Central:			
Birmingham	4.8	12.4	25.7
Jackson, Miss	5.4	18.4	28.9
Knoxville	4.9	12.6	28.7
Louisville	4.4	12.8	25.5
Memphis	5.7	14.0	27.9
Mobile	4.7	16.9	25.5
West South-Central			
Dallas	4.9	15.8	26.3
El Paso	5.7	17.8	28.3
Houston	4.5	13.0	22.9
Little Rock	4.5	15.8	31.2
New Orleans	6.0	9.5	24.3
Oklahoma City	5.9	14.8	28.7
Mountain:			
Butte	4.4	16.3	25.6
Denver	3.8	16.5	23.6
Salt Lake City	3.6	17.9	25.6
Tucson	4.5	16.4	23.1
Pacific:			
Los Angeles	4.3	14.6	23.8
Portland, Oreg	4.7	15.2	24.8
San Francisco	4.9	15.5	23.6
Seattle	4.6	17.3	25.9

Average Retail Prices, February 11, 1936 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	33.4	29.9	23.0
New England:			
Boston	39.8	32.3	25.9
Bridgeport	39.2	33.9	27.3
Fall River	41.0	29.8	25.2
Manchester	40.5	29.6	22.5
New Haven	40.0	33.4	26.2
Portland, Maine	38.6	30.6	23.0
Providence	40.2	33.2	27.8
Middle Atlantic:			
Binghamton	31.5	26.8	23.0
Buffalo	30.4	26.7	22.6
Newark	35.7	30.9	22.0
New York	36.5	33.3	24.4
Philadelphia	36.4	34.2	24.5
Pittsburgh	31.1	26.4	21.1
Rochester	29.9	25.9	21.8
Scranton	34.5	32.0	26.3
East North-Central:			
Chicago	32.9	32.7	25.1
Cincinnati	35.3	30.3	23.6
Cleveland	28.5	27.4	23.2
Columbus	34.6	28.1	22.6
Detroit	33.1	29.4	23.9
Indianapolis	33.5	25.6	22.1
Milwaukee	31.5	27.3	23.2
Peoria	30.9	25.0	20.6
Springfield, Ill	31.5	23.4	19.4
West North-Central:			
Cedar Rapids	25.4	19.0	17.6
Kansas City	29.5	26.9	20.2
Minneapolis	30.9	28.3	23.1
Omaha	28.8	22.6	19.3
St. Louis	35.0	26.3	22.0
St. Paul	29.5	27.2	22.3
Sioux Falls	28.6	21.8	19.3
Wichita	30.1	21.2	17.3
South Atlantic:			
Atlanta	34.7	30.6	24.1
Baltimore	30.7	28.6	21.6
Charleston, S. C	30.5	27.3	18.5
Jacksonville	31.0	27.6	21.0
Norfolk	31.6	29.5	21.3
Richmond	33.0	28.9	20.9
Savannah	28.5	25.9	19.5
Washington, D. C	34.0	29.9	20.6
Winston-Salem	30.4	24.8	20.6
East South-Central:			
Birmingham	28.8	20.1	18.2
Jackson, Miss	31.9	23.8	18.4
Knoxville	30.2	24.3	21.1
Louisville	32.2	26.2	21.0
Memphis	34.0	24.5	19.2
Mobile	29.2	21.5	14.9
West South-Central:			
Dallas	33.4	29.3	19.7
El Paso	29.7	25.0	19.1
Houston	31.6	26.2	18.3
Little Rock	30.6	26.0	19.2
New Orleans	30.5	27.4	19.3
Oklahoma City	32.1	21.4	17.0
Montain:			
Butte	25.7	21.5	17.3
Denver	30.1	23.9	19.7
Salt Lake City	28.4	23.9	19.9
Tucson	34.4	32.4	22.6
Pacific:			
Los Angeles	32.4	26.4	19.7
Portland, Oreg	24.7	21.0	16.8
San Francisco	31.2	27.3	18.5
Seattle	29.0	25.4	19.1

Beef

BEEF PRICES continued to drop from January 28 to February 11. The average price of round steak fell 0.8 cent a pound, rib roast dropped 0.3 cent a pound, and chuck roast fell 0.4 cent a pound.

MOVEMENT of meat prices in January and February gave clear indication of the interdependence of the prices of the different kinds of meat. When the hog processing tax was removed and the price of hog products started downward, prices of beef and lamb fell with them. This does not indicate, of course, that prices of beef and lamb depend entirely on the pork situation but it is apparent that the sharp drop in the price of hog products had a tendency to lower prices of beef and lamb.

IN THE wholesale livestock markets, prices of beef steers dropped fairly steadily from about the middle of January until about the end of February. The average price of all grades of beef steers in Chicago during the week ending with January 11 was $9.53 a 100 pounds. By the week ending with February 22 the average price had dropped to $8.35 a 100 pounds, or a decrease of $1.18 in a period of 6 weeks. During the same period quotations for dressed beef fell about 1 cent a pound.

INCREASED supplies of better grades of slaughter cattle are expected during the next few months and for that reason prices of the better grades of beef may drop somewhat further. On the other hand market supplies of the lower grades of beef animals are expected to be below the supplies of last year. This may tend to reduce the differential in prices between the higher grades and lower grades of beef.

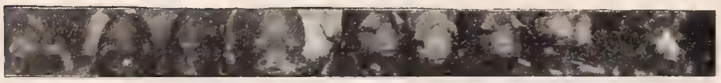
Pork Products

LARD and ham continued to decrease in price from January 28 to February 11, but there was an increase of 0.2 cent in the average price of a pound of pork chops.

MARKET PRICES of hogs started to rise immediately after the processing tax was discontinued but this increase in hog prices brought about an immediate increase in the marketings of hogs which kept those prices from rising as far as many economists expected. The increased offerings of hogs checked the rise in hog prices temporarily in the middle of January but there was a further increase in hog prices during February as marketings fell off again.

MOVEMENT of wholesale prices of hog products during January and February was somewhat irregular. Prices of fresh products such as loins fell sharply during the first half of January. From the middle of January to the middle of February there was a fairly substantial rise in the prices of these products. On the other hand, wholesale prices of hams dropped sharply throughout the month of January and some decreases were registered during the month of February. Prices of bacon and lard both dropped substantially during the first half of January and from that time until the end of February were practically unchanged.

PRICES of hog products usually go down somewhat during the spring months. This is the time of the year when the fall-farrowed pigs come to market. This year indications are that the spring decline in prices of hogs and of hog products will be somewhat earlier than usual and probably will be greater than average. It will, of course, be difficult to determine how much of the spring drop this year is of a seasonal nature and how much of it may be delayed reaction to the removal of the processing tax.



Average Retail Prices, February 11, 1936 (cents)

Markets	Chops (lb.)	Lard (lb.)	Whole smoked ham (lb.)
United States	32.0	16.8	31.5
New England:			
Boston	31.9	16.2	32.2
Bridgeport	32.7	16.5	31.0
Fall River	30.3	15.1	33.6
Manchester	30.8	15.9	34.7
New Haven	32.8	17.4	32.4
Portland, Maine	29.1	14.9	30.7
Providence	29.9	14.8	31.8
Middle Atlantic:			
Binghamton	33.1	15.0	31.5
Buffalo	31.9	15.1	30.5
Newark	33.4	16.7	31.7
New York	33.0	18.4	32.3
Philadelphia	33.7	16.6	31.0
Pittsburgh	32.3	16.3	30.8
Rochester	29.4	15.7	30.8
Scranton	32.6	17.4	29.8
East North-Central:			
Chicago	33.1	17.1	31.6
Cincinnati	32.9	17.4	30.1
Cleveland	30.7	18.5	31.7
Columbus	32.6	17.1	32.8
Detroit	36.3	16.0	32.7
Indianapolis	29.4	16.0	29.8
Milwaukee	32.3	15.8	29.7
Peoria	31.4	18.1	31.2
Springfield, Ill	30.1	15.9	32.2
West North-Central:			
Cedar Rapids	27.0	15.6	29.0
Kansas City	30.0	16.7	32.2
Minneapolis	32.7	15.6	31.4
Omaha	28.9	16.4	29.6
St. Louis	30.9	17.3	29.2
St. Paul	30.6	15.8	30.3
Sioux Falls	28.2	17.6	31.4
Wichita	28.9	15.4	29.8
South Atlantic:			
Atlanta	32.4	15.3	29.5
Baltimore	30.4	15.4	31.9
Charleston, S. C	29.2	20.4	33.3
Jacksonville	28.5	19.0	30.9
Norfolk	26.7	15.9	31.0
Richmond	28.8	15.2	32.4
Savannah	26.6	20.0	29.6
Washington, D. C	31.4	14.5	30.7
Winston-Salem	31.4	18.7	32.7
East South-Central:			
Birmingham	29.7	16.4	30.9
Jackson, Miss	28.4	18.4	32.4
Knoxville	28.9	19.5	31.9
Louisville	30.7	16.0	27.4
Memphis	29.9	15.9	30.8
Mobile	26.4	17.9	31.6
West South-Central:			
Dallas	29.4	21.3	33.1
El Paso	27.5	16.3	31.9
Houston	29.0	16.0	28.5
Little Rock	28.4	16.7	31.4
New Orleans	29.7	16.1	32.5
Oklahoma City	28.6	16.0	30.5
Mountain:			
Butte	30.5	20.0	30.3
Denver	29.4	18.0	32.4
Salt Lake City	31.2	20.1	33.4
Tucson	32.7	20.2	31.5
Pacific:			
Los Angeles	34.6	16.4	32.3
Portland, Oreg	30.1	18.8	33.1
San Francisco	35.4	20.0	34.4
Seattle	32.5	19.0	34.3

Average Retail Prices, February 11, 1936 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States	28.4	13.2	22.2
New England:			
Boston	26.6	15.0	19.2
Bridgeport	28.4	12.0	21.9
Fall River	27.2	8.6	20.4
Manchester	27.6	15.4	22.4
New Haven	28.3	12.1	22.8
Portland, Maine	27.7	15.6	21.3
Providence	26.5	10.9	20.5
Middle Atlantic:			
Binghamton	31.4	14.4	24.9
Buffalo	27.7	14.3	24.4
Newark	27.9	14.7	23.6
New York	28.2	13.0	20.5
Philadelphia	30.1	9.8	20.6
Pittsburgh	29.4	15.0	22.7
Rochester	27.7	15.1	23.3
Scranton	30.4	14.1	25.4
East North-Central:			
Chicago	29.9	13.0	25.6
Cincinnati	33.1	18.0	27.3
Cleveland	28.8	15.6	26.2
Columbus	31.3	19.7	27.0
Detroit	30.3	17.4	28.2
Indianapolis	31.4	15.0	24.2
Milwaukee	30.1	13.6	26.5
Peoria	30.1	14.5	24.8
Springfield, Ill	29.7	13.7	23.2
West North-Central:			
Cedar Rapids	28.0	12.7	22.8
Kansas City	27.1	16.7	22.6
Minneapolis	27.9	12.0	23.3
Omaha	26.6	10.1	19.5
St. Louis	29.2	18.2	23.2
St. Paul	26.6	11.7	23.0
Sioux Falls	30.1	10.9	23.0
Wichita	28.2	12.5	19.7
South Atlantic:			
Atlanta	26.8	15.0	18.6
Baltimore	28.2	16.2	23.5
Charleston, S. C	29.0	15.7	21.4
Jacksonville	27.4	14.4	21.3
Norfolk	26.7	13.0	17.3
Richmond	29.5	15.8	24.2
Savannah	27.9	13.0	20.4
Washington, D. C	28.2	12.3	21.4
Winston-Salem	33.3	15.4	23.6
East South-Central:			
Birmingham	34.3	14.5	14.8
Jackson, Miss	26.4	15.3	17.8
Knoxville	29.2	15.0	23.0
Louisville	32.0	20.5	27.5
Memphis	27.8	16.5	19.5
Mobile	29.5	13.5	19.6
West South-Central:			
Dallas	26.2	11.3	16.5
El Paso	26.9	13.9	19.9
Houston	29.8	15.6	18.7
Little Rock	28.3	13.4	20.5
New Orleans	27.5	15.4	17.2
Oklahoma City	27.8	14.2	21.3
Mountain:			
Butte	28.1	12.8	23.0
Denver	24.4	12.5	20.4
Salt Lake City	28.6	13.0	22.7
Tucson	31.2	16.1	25.8
Pacific:			
Los Angeles	27.2	12.4	22.8
Portland, Oreg	26.4	12.6	20.5
San Francisco	30.0	12.6	20.4
Seattle	27.8	13.7	22.4

Lamb

LAMB, along with other meats, dropped in price from January 28 to February 11. The average price of lamb legs fell off 0.7 cent a pound and square chuck 0.7 cent a pound. No change was reported in the average price of breast of lamb.

PROBABLY the most important cause of the lower lamb prices was the drop in prices of pork and beef during January and February. When consumers can buy pork and beef at lower prices they will either buy less lamb or insist on getting lamb at lower prices. There is always a great deal of competition between beef, pork, and lamb. Anything which affects the market price of one of these meats tends to affect the prices of the other two indirectly.

SLAUGHTER SUPPLIES of sheep or lamb during March and April probably will be somewhat smaller than they were a year earlier. This is indicated by the decrease in the number of sheep and lambs on feed. The prospective small supply of sheep and lambs in March indicates that prices are not likely to fall a great deal lower in the immediate future.

RECEIPTS of sheep and lambs in seven leading markets in January were about 25 percent larger than in December and slightly larger than in January 1935. During recent months the market receipts have included more than the usual proportion of sheep and less than the usual proportion of lambs. Inspected slaughter of sheep and lambs in January was 12.5 percent greater than in December and 14.5 percent greater than in January 1935. The January slaughter this year represents the second largest January slaughter on record.

Poultry and Eggs

PRICES of both hens and eggs went up from January 28 to February 11, hens increasing 0.3 cent a pound and eggs 0.6 cent a dozen.

IT IS unusual for egg prices to increase in February. The reason for the increase this year was undoubtedly the cold stormy weather. Probably as soon as the cold spell is over the downward seasonal movement in egg prices will continue.

RISE in wholesale egg prices started about the middle of January and continued with a few interruptions throughout most of February. In New York City wholesale egg prices went up almost 11 cents a dozen in the 5 weeks from January 18 to February 22. Wholesale prices in January were below those of January 1935 and prices in February were higher than the 1935 prices.

STORAGE stocks of shell eggs on February 1 were 159,000 cases compared with 39,000 cases a year earler and a 5-year average of 312,000 cases.

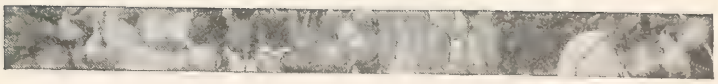
REPORTS on egg production indicate an abrupt change during January and early February. During the 10 months previous to January of this year the average number of eggs laid per hen have been on a high level generally in excess of the 5-year average and in many cases close to record highs. On February 1, however, production per hen was lower than the February 5-year average although it was somewhat higher than production per hen on February of last year. Last year's low production per hen was due to the feed shortage at that time. The February drop in production per hen occurred mainly in the Central and Eastern States where storms and cold weather were severe. On the other hand, heavy production was reported in the Far West, where weather conditions were favorable.

Average Retail Prices, February 11, 1936 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States	32.5	36.8
New England:		
Boston	32.6	42.3
Bridgeport	33.8	43.7
Fall River	29.7	38.8
Manchester	34.8	37.6
New Haven	33.3	42.5
Portland, Maine	32.6	37.9
Providence	32.1	39.5
Middle Atlantic:		
Binghamton	32.9	37.6
Buffalo	32.9	36.0
Newark	33.4	40.7
New York	33.4	41.2
Philadelphia	33.3	39.0
Pittsburgh	31.6	37.7
Rochester	32.1	36.6
Scranton	34.3	36.6
East North-Central:		
Chicago	33.8	37.0
Cincinnati	36.1	35.1
Cleveland	35.7	35.9
Columbus	30.5	36.6
Detroit	34.6	36.5
Indianapolis	30.0	32.7
Milwaukee	31.4	33.5
Peoria	31.9	35.8
Springfield, Ill	29.5	34.8
West North-Central:		
Cedar Rapids	26.9	31.5
Kansas City	28.8	34.0
Minneapolis	32.5	32.9
Omaha	28.4	33.8
St. Louis	28.7	34.5
St. Paul	31.1	32.0
Sioux Falls	27.9	28.7
Wichita	28.1	27.2
South Atlantic:		
Atlanta	27.5	35.8
Baltimore	34.2	37.0
Charleston, S. C	28.1	30.0
Jacksonville	29.6	33.5
Norfolk	30.5	34.4
Richmond	31.7	33.5
Savannah	25.6	28.7
Washington, D. C	35.4	39.6
Winston-Salem	30.4	37.7
East South-Central:		
Birmingham	24.8	31.6
Jackson, Miss	23.8	32.7
Knoxville	26.0	36.7
Louisville	30.4	35.3
Memphis	25.4	29.8
Mobile	24.1	26.8
West South-Central:		
Dallas	27.5	27.7
El Paso	29.0	35.0
Houston	30.6	29.0
Little Rock	25.2	31.3
New Orleans	28.8	30.2
Oklahoma City	23.9	29.6
Mountain:		
Butte	27.9	33.6
Denver	29.8	34.0
Salt Lake City	31.1	30.8
Tucson	32.9	34.1
Pacific:		
Los Angeles	35.9	24.2
Portland, Oreg	27.5	24.5
San Francisco	34.9	26.8
Seattle	30.2	29.2

Average Retail Prices, February 11, 1936 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States	2.3	4.3	4.0
New England:			
Boston	2.4	4.2	4.6
Bridgeport	2.2	4.5	4.5
Fall River	2.1	4.4	3.5
Manchester	2.2	4.8	3.6
New Haven	2.3	4.7	4.1
Portland, Maine	2.0	4.8	3.1
Providence	2.1	4.0	3.4
Middle Atlantic:			
Binghamton	1.7	3.8	4.4
Buffalo	1.8	4.2	2.8
Newark	2.6	4.7	3.5
New York	2.8	4.8	4.8
Philadelphia	2.5	4.5	3.1
Pittsburgh	2.2	4.5	3.7
Rochester	1.6	4.0	2.6
Scranton	2.2	4.0	4.1
East North-Central:			
Chicago	2.3	4.3	4.6
Cincinnati	2.3	5.1	3.5
Cleveland	2.2	4.2	3.3
Columbus	1.7	4.7	2.8
Detroit	1.9	3.6	3.9
Indianapolis	2.1	4.2	3.2
Milwaukee	2.0	4.0	3.9
Peoria	2.1	4.7	4.5
Springfield, Ill	2.0	4.6	4.4
West North-Central:			
Cedar Rapids	2.0	4.4	4.5
Kansas City	2.2	5.5	3.7
Minneapolis	2.1	4.1	4.9
Omaha	1.9	4.7	4.1
St. Louis	2.3	4.3	3.9
St. Paul	1.9	4.4	4.4
Sioux Falls	1.9	5.0	4.4
Wichita	1.8	4.6	3.8
South Atlantic:			
Atlanta	2.6	4.5	3.4
Baltimore	2.4	4.5	5.0
Charleston, S. C	2.5	5.2	3.4
Jacksonville	2.2	4.1	2.6
Norfolk	2.7	4.8	4.6
Richmond	2.7	4.6	4.3
Savannah	2.3	4.5	3.4
Washington, D. C	2.5	4.7	4.0
Winston-Salem	2.7	5.3	4.1
East South-Central:			
Birmingham	2.3	4.3	2.8
Jackson, Miss	3.0	5.0	3.9
Knoxville	2.5	5.2	3.7
Louisville	2.4	4.1	3.8
Memphis	2.3	4.4	2.4
Mobile	2.3	4.0	3.4
West South-Central:			
Dallas	3.5	5.3	3.7
El Paso	2.6	4.1	3.2
Houston	3.1	4.2	2.1
Little Rock	2.3	4.2	3.3
New Orleans	2.5	4.1	3.5
Oklahoma City	2.5	4.9	3.1
Mountain:			
Butte	2.0	3.7	6.2
Denver	1.9	3.9	3.9
Salt Lake City	1.8	3.1	4.1
Tucson	2.5	4.6	3.0
Pacific:			
Los Angeles	2.8	4.0	2.8
Portland, Oreg	2.3	3.2	5.1
San Francisco	2.7	3.9	6.6
Seattle	2.8	3.4	5.4



Vegetables
(fresh)

CHANGES in average prices of potatoes, onions, and cabbage from January 28 to February 11 were all slightly upward. Potatoes increased most, 2.5 percent, cabbage 0.7 percent, and onions 0.6 percent.

IN January and February there were numerous temporary variations in the wholesale prices of potatoes. These variations were due mainly to weather conditions. Prices went up in the middle of February during the extremely cold stormy weather when it was difficult to ship potatoes from the commercial producing areas. However, prices came down again during the last part of February and little change is expected in the potato market during the next few months. Unfavorable weather may reduce the crop considerably in Florida, North Carolina, and South Carolina, and this may tend to strengthen prices of the old crop somewhat. Supply of new potatoes in April and May is likely to be less than last year.

STOCKS of old cabbage are about average and plentiful supplies of new cabbage are in prospect for several months at least. There is a big acreage of cabbage in Texas which is now being harvested. The crop does not appear to have been hurt very much by the freeze in February and shipments are very much heavier than they were last year. Large cabbage crops are expected also in the other early and second early States.

JANUARY 1 stocks of onions were somewhat greater than on January 1, 1934 and on January 1, 1935.

Vegetables
(fresh)

WEATHER conditions in the first half of February were very unfavorable in the truck-growing sections in the southeast. Rainfall was very heavy and caused a good deal of damage in nearly all sections of Florida. Heavy rains have also delayed the planting of spring crops and made necessary the replanting of crops which had already been sown for spring harvest. Temperatures have been generally below normal and freezing temperatures occurred as far south as the Everglades on the morning of February 12.

IN north Florida the potato crop was seriously damaged by heavy rains and freezing temperature. In central Florida cucumbers, beans, and many other crops had to be replanted and there was considerable loss of pepper plants and a decrease in the prospective yield in cabbage, celery, and strawberries.

IN southern Florida many crops had to be replanted and these will come to market later than usual.

IN Texas growing conditions in the next half of February were unfavorable for winter crops and for spring plantings. The spinach crop was damaged considerably and yields of this crop have been lowered.

WEATHER conditions in California were much more favorable to the vegetable industry. Lettuce supplies from Imperial Valley section continue to be plentiful and the quality of the crop continues good. The spring crop of lettuce appears to be progressing well and there should be plentiful supplies throughout the remainder of the winter and spring months.

Average Retail Prices, February 11, 1936 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States	7.6	8.2	6.1
New England:			
Boston	8.9	8.2	6.7
Bridgeport	8.8	8.6	7.7
Fall River	7.8	8.5	6.3
Manchester	9.4	8.2	6.9
New Haven	8.4	8.5	7.0
Portland, Maine	9.7	7.4	6.8
Providence	8.8	9.2	7.4
Middle Atlantic:			
Binghamton	8.2	8.0	6.9
Buffalo	7.8	7.2	6.1
Newark	9.4	10.1	7.0
New York	9.9	9.4	7.2
Philadelphia	8.5	8.6	7.3
Pittsburgh	8.4	8.2	5.4
Rochester	8.3	8.3	5.4
Scranton	8.3	8.6	6.2
East North-Central:			
Chicago	7.9	10.0	6.3
Cincinnati	7.6	8.3	5.6
Cleveland	7.9	8.3	6.4
Columbus	10.1	9.8	5.2
Detroit	7.1	8.4	6.3
Indianapolis	8.6	8.0	5.6
Milwaukee	7.3	8.7	6.0
Peoria	6.8	8.6	6.7
Springfield, Ill.	7.9	9.8	7.0
West North-Central:			
Cedar Rapids	7.0	10.3	5.9
Kansas City	7.4	8.7	5.9
Minneapolis	8.4	9.5	6.3
Omaha	8.0	9.4	6.2
St. Louis	7.9	7.7	5.9
St. Paul	9.0	9.3	6.7
Sioux Falls	7.7	10.0	6.7
Wichita	7.2	8.9	5.2
South Atlantic:			
Atlanta	8.0	8.4	7.6
Baltimore	9.4	10.0	7.8
Charleston, S. C.	9.6	10.7	9.2
Jacksonville	7.9	9.5	6.5
Norfolk	9.1	9.2	6.4
Richmond	8.2	9.5	7.8
Savannah	8.3	9.0	8.4
Washington, D. C.	8.3	8.8	7.2
Winston-Salem	9.6	12.6	9.0
East South-Central:			
Birmingham	9.2	7.7	7.1
Jackson, Miss	5.2	9.6	5.3
Knoxville	6.1	12.1	7.7
Louisville	7.1	8.8	6.1
Memphis	5.8	6.1	5.3
Mobile	8.1	7.3	5.5
West South-Central:			
Dallas	6.2	8.7	5.0
El Paso	4.7	5.4	3.3
Houston	5.3	6.6	4.9
Little Rock	5.5	8.4	5.6
New Orleans	6.7	7.7	4.4
Oklahoma City	6.0	7.9	5.0
Mountain:			
Butte	9.7	12.0	8.1
Denver	7.7	6.9	5.3
Salt Lake City	8.7	7.8	4.4
Tucson	3.3	5.1	2.2
Pacific:			
Los Angeles	4.7	3.1	3.1
Portland, Oreg	6.3	10.1	5.1
San Francisco	4.6	5.1	5.6
Seattle	7.1	10.0	5.0

Average Retail Prices, February 11, 1936 (cents)

Markets	Apples (lb.)	Bananas (doz. lb.*)	Oranges (doz.)
United States	5.3	*6.2	30.0
New England:			
Boston	5.5	*5.8	32.3
Bridgeport	5.5	*6.1	32.4
Fall River	5.4	*6.4	34.2
Manchester	4.5	*6.5	32.8
New Haven	4.9	21.7	32.2
Portland, Maine	4.4	*7.3	30.0
Providence	5.3	*6.0	34.5
Middle Atlantic:			
Binghamton	5.1	21.7	37.3
Buffalo	4.0	23.5	29.8
Newark	6.0	21.0	33.2
New York	6.3	22.4	35.7
Philadelphia	4.8	18.9	30.7
Pittsburgh	4.7	25.6	29.1
Rochester	4.1	22.1	30.2
Scranton	4.1	20.0	34.1
East North-Central:			
Chicago	5.6	*7.1	33.3
Cincinnati	5.5	*5.7	30.7
Cleveland	4.9	*5.9	32.1
Columbus	4.7	*5.8	35.2
Detroit	5.5	*5.8	34.1
Indianapolis	5.4	*6.7	30.2
Milwaukee	5.7	*6.2	29.7
Peoria	6.3	*6.9	33.2
Springfield, Ill	4.6	*6.2	34.2
West North-Central:			
Cedar Rapids	4.9	*7.5	31.8
Kansas City	5.5	*6.7	33.2
Minneapolis	6.4	*7.5	32.4
Omaha	6.0	*8.3	29.9
St. Louis	5.7	*5.9	30.4
St. Paul	6.3	*8.0	33.7
Sioux Falls	5.1	*8.0	29.4
Wichita	6.4	*8.2	32.7
South Atlantic:			
Atlanta	5.8	20.0	25.0
Baltimore	5.3	19.6	31.4
Charleston, S. C	6.2	20.0	23.2
Jacksonville	5.4	16.1	19.9
Norfolk	5.4	23.1	35.8
Richmond	5.9	23.8	31.5
Savannah	4.9	21.4	22.6
Washington, D. C	5.0	21.7	32.0
Winston-Salem	5.0	*6.4	26.7
East South-Central:			
Birmingham	4.4	*5.8	26.4
Jackson, Miss	6.8	*4.9	29.6
Knoxville	4.4	*5.6	26.2
Louisville	5.5	*6.4	27.7
Memphis	5.1	*5.1	30.1
Mobile	5.8	16.5	28.5
West South-Central:			
Dallas	6.3	*6.3	36.3
El Paso	6.0	*5.8	22.2
Houston	——	16.8	28.9
Little Rock	5.8	*5.2	29.5
New Orleans	——	*4.1	29.0
Oklahoma City	4.7	*7.1	——
Mountain:			
Butte	5.9	*9.4	31.7
Denver	5.5	*8.3	27.7
Salt Lake City	5.5	*7.8	24.2
Tucson	6.0	*7.1	21.3
Pacific:			
Los Angeles	6.0	*6.8	13.8
Portland, Oreg	4.5	*7.7	30.5
San Francisco	4.6	23.5	24.6
Seattle	4.1	*7.1	27.1

Fruit

APPLE PRICES dropped 0.1 cent a pound from January 28 to February 11, while banana prices fell off 0.4 cent a pound, and orange prices went up 1.6 cents a dozen.

COLD STORAGE HOLDINGS of apples on February 1 amounted to about 24 million bushels compared with 21 million bushels last year and a 5-year average of about 21 million bushels. The holdings of box apples this year are about the same as last but there is a much larger supply of eastern apples in baskets and barrels. This is due to the increased crop of apples in the East last fall. Western shipments of apples this year have been considerably below last year but the marketings of apples in the East by rail and by motor truck are much heavier than last year. No marked changes in apple prices are likely during the remainder of the old crop year.

FEBRUARY'S crop report indicates a substantial drop in the prospective supply of California Valencia oranges. This variety starts to market about the first of May. The prospective supply of all other kinds of citrus fruit is about the same as had been anticipated earlier. The total production of oranges during the current crop year is estimated at about 52 million boxes as compared with 65 million boxes last year and a 5-year average of 49 million boxes. In the citrus producing areas in California the month of January was very dry and this probably had a tendency to prevent the development of oranges to the usual average size. The Florida citrus crop does not appear to have been damaged greatly by the recent cold weather.

Average Retail Prices, February 11, 1936 (cents)

Markets	Corn #2 can	Peas #2 can	Tomatoes #2 can (#2½*)	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can
United States	11.4	16.0	9.3	18.2	22.5	22.4
New England:						
Boston	12.8	16.3	11.5	18.5	23.1	22.0
Bridgeport	13.7	19.5	11.3	19.8	25.0	22.8
Fall River	10.8	17.4	9.2	18.2	21.9	22.4
Manchester	12.1	16.8	9.8	20.5	23.7	23.9
New Haven	13.4	16.9	10.8	20.0	24.4	23.2
Portland, Maine	12.5	16.3	10.2	20.9	24.6	23.6
Providence	10.8	18.0	9.2	18.3	20.0	22.3
Middle Atlantic:						
Binghamton	12.5	18.0	8.8	18.0	23.8	21.4
Buffalo	12.3	15.8	9.9	19.5	23.7	23.0
Newark	10.7	17.0	9.0	17.0	19.9	20.7
New York	11.8	15.7	9.2	17.0	20.6	21.1
Philadelphia	11.0	14.3	9.0	16.7	19.8	20.9
Pittsburgh	10.7	15.8	9.7	18.1	22.5	22.5
Rochester	12.7	16.6	10.4	19.9	23.5	22.8
Scranton	12.4	16.6	9.6	18.3	20.9	22.5
East North-Central:						
Chicago	11.2	15.1	10.1	21.1	24.7	24.5
Cincinnati	12.2	15.7	11.2	18.2	24.0	23.3
Cleveland	12.4	16.7	9.9	20.5	23.4	24.0
Columbus	11.4	17.1	10.0	19.8	25.8	24.8
Detroit	10.7	18.1	8.9	18.0	23.0	23.5
Indianapolis	10.3	15.7	8.9	18.8	26.0	23.3
Milwaukee	11.8	16.5	11.1	21.1	20.2	24.5
Peoria	13.0	16.7	10.9	22.4	25.4	24.5
Springfield, Ill	12.2	18.6	10.7	22.1	26.4	24.5
West North-Central:						
Cedar Rapids	10.7	17.2	10.6	22.5	24.0	24.0
Kansas City	9.7	14.4	8.5	18.1	23.2	22.4
Minneapolis	10.7	15.7	10.4	20.6	24.2	24.7
Omaha	11.1	15.2	10.0	19.5	23.4	23.7
St. Louis	11.0	17.1	9.2	18.7	23.9	23.1
St. Paul	11.8	15.4	10.1	21.4	22.3	23.9
Sioux Falls	12.2	17.5	11.6	22.2	24.5	25.1
Wichita	10.1	17.6	9.0	18.3	21.9	21.7
South Atlantic:						
Atlanta	11.1	16.8	8.9	19.9	23.7	24.4
Baltimore	12.7	15.6	8.5	16.5	20.8	20.2
Charleston, S. C	10.2	16.9	8.4	17.6	21.7	22.3
Jacksonville	11.5	16.3	8.0	18.1	22.8	22.7
Norfolk	11.4	14.8	7.6	20.3	24.1	23.9
Richmond	12.0	17.8	6.9	18.6	23.7	23.7
Savannah	11.1	17.9	8.3	18.9	23.5	22.8
Washington, D. C	10.6	15.1	7.7	16.3	22.3	21.2
Winston-Salem	11.8	21.3	8.8	22.3	25.4	26.4
East South-Central:						
Birmingham	10.3	17.0	9.1	18.3	23.1	22.4
Jackson, Miss	14.3	15.3	10.0	22.9	23.7	24.8
Knoxville	12.4	16.7	8.6	20.2	23.2	23.1
Louisville	11.1	15.5	9.4	19.4	24.9	22.5
Memphis	10.8	17.0	8.7	17.9	21.8	21.7
Mobile	11.6	17.6	8.1	16.2	20.3	19.2
West South-Central:						
Dallas	12.0	19.7	9.1	19.7	25.7	24.4
El Paso	13.8	19.5	9.4	19.5	23.4	23.3
Houston	10.5	16.3	7.2	16.0	20.5	20.4
Little Rock	11.1	16.0	8.4	20.5	24.2	24.9
New Orleans	11.4	18.4	8.8	18.0	24.4	22.1
Oklahoma City	9.7	21.7	9.1	19.5	24.3	24.0
Mountain:						
Butte	12.2	15.2	10.3	19.6	22.3	24.5
Denver	10.5	16.3	10.0	18.4	22.5	23.2
Salt Lake City	10.9	16.8	7.8	20.5	24.3	23.6
Tucson	11.3	16.1	*12.3	17.4	20.5	20.5
Pacific:						
Los Angeles	11.7	15.8	*11.1	14.6	19.0	18.4
Portland, Oreg	12 2	17.1	*12.2	18.3	20.8	21.5
San Francisco	12.5	15.4	*12.3	14.9	19.2	19.6
Seattle	13.8	17.5	*13.0	19.2	20.9	21.7

SAVING LAND FOR TOMORROW'S CONSUMERS

[Concluded from page 8]

grow into gullies, making deep gashes in the soil, destroying the land. Water in these gullies, carrying valuable particles, runs on through the valleys, into rivers and then to the sea. Every year, the experts say, there is enough supersoil carried out by the Mississippi into the sea to build 1,250 farms of 160 acres each with twice the depth of the average upland soil of America.

DRY parched land, left behind, is the perfect stage for dust storms which pick up fine earth particles and carry them hundreds and thousands of miles away, deposit them, perhaps, on good lands.

MUCH of our land does not have to be exposed to these wastes from wind and flowing water. It can be used to furnish people with the foods and fibers they need and still hold much of its topsoil if it is used wisely.

EXPERTS have been studying this problem. The Soil Conservation Service of the Federal Government has been at work for 2 years putting this expert knowledge into practical use. Many farmers have been working with them and on their own to conserve their soil.

PREVENTING erosion, briefly, means doing such things as these; taking out of cultivation, lands that are not suitable—lands that are too dry, too hilly, too poor—and planting these with trees and grass and other protective coverings; terracing; crop rotation; contour cultivation; strip cropping.

ANOTHER job, however, must be done, too. This is to rebuild fertility of good lands, by using better farming practices, a better balanced type of agriculture.

TANGLED up in these problems of soil conservation are important economic difficulties. In another issue we will explain some of the major reasons why farmers have let this wastage go on and what are the inducements now to put a stop to it.

DO YOU KNOW YOUR EGG LAWS?

[Concluded from page 15]

TOPS in the United States grades are "U. S. Special" eggs, but these are seldom found on the market. More frequently the best grade found in retail shops is "U. S. Extra", an excellent breakfast egg. Third grade is "U. S. Standard", the kind sometimes in the grade "B" basket. Bottom grade is "U. S. Trade", suitable for cooking dishes where egg flavor does not count so much.

"U. S. Standard" eggs, sold under seals authorized by the Department of Agriculture, must be marked in addition "Retail grade B". On "U. S. Specials" and "U. S. Extras" sold under certificate of quality merchants may use—but this is not required—the additional designation "Retail grade AA" and "Retail grade A", respectively.

FIFTEEN States are using these United States standards. They are: Colorado, Louisiana, Indiana, Maine, Montana, Nebraska, New Jersey, Ohio, Oregon, Massachusetts, Pennsylvania, Tennessee, Utah, Virginia, and Washington.

STATE standards, some of them differing only slightly from the Federal ones, are in effect in 20 States. In the table on page 14 we list the grade names in these States. Definitions of these grades can be obtained from the State Departments of Agriculture. In half of the States the grading of eggs according to these standards is compulsory.

THIRTEEN States which have not adopted Federal standards nor grades of their own are: Alabama, Arkansas, Delaware, Idaho, Kansas, Missouri, Mississippi, New Mexico, New Hampshire, Oklahoma, South Dakota, West Virginia, and Texas.

SIZE of eggs, as well as freshness, is an important value measure for consumers. One dozen small eggs may weigh a third less than a dozen large eggs. At least 24 States define standard sizes for the eggs sold within their borders. On page 15 we list these standards.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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Washington, D. C.
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Consumers' Guide

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VOL. III, No. 6
MARCH 23, 1936

Farmers Turn to Conservation

Consumers' Queries and Comments

> "The history of every nation is eventually written in the way in which it cares for its soil."
>
> Franklin D. Roosevelt

VALUABLE by-product of the depression has been the increased popular interest in getting at the facts behind consumer problems of price, supply, and quality of goods, of income and its distribution, of costs and ways of reducing costs. In the past two years, schools and colleges have been organizing an increasing number of classes to study these problems. Important national women's organizations have encouraged the development of study classes for their members in this field. Local consumer clubs and groups have made this study part of their agenda.

WE give here some references to outlines and material for study courses in consumer problems, prepared by noncommercial organizations, schools, and research students, which have reached us. This list is not complete, nor does inclusion of any item imply endorsement by the CONSUMERS' GUIDE.

SCIENTIFIC CONSUMER PURCHASING.—A study guide on buying problems and recent developments in production and distribution which affect the consumer's interest. Published by the American Association of University Women, Washington, D. C. Price, 60¢.

SELECTION.—An analysis of consumers' facilities for judging merchandise. Published by the American Association of University Women, Washington, D. C. Price, 50¢.

HOUSEHOLD PURCHASING.—Suggestions for club programs, prepared in cooperation with the Bureau of Home Economics, by the American Home Economics Association, Washington, D. C. Price, 25¢.

OUTLINE for the Comparison of Canned Food Quality with its Price, Brand, and Label Description. Published by the American Home Economics Association, Washington, D. C. Price, 5¢.

HANDBOOK FOR INDUSTRIAL FORUMS.—Includes material on Wise Spending; Shopper's Credit; Consumer's Credit. Published by the General Federation of Women's Clubs, Washington, D. C.

GOVERNMENT AND THE CONSUMER.—Published by the National League of Women Voters, Washington, D. C. Price, 25¢.

RESEARCH IN THE CONSUMER'S INTEREST.—Published by the National League of Women Voters. Washington, D. C. Price, 10¢.

OUR WANTS AND HOW THEY ARE SATISFIED.—Published by the National League of Women Voters. Washington, D. C. Price, 25¢.

SURVEY OF 28 COURSES IN CONSUMPTION.—By Henry Harap, Associate Professor of Education, Western Reserve University, Cleveland, Ohio. Price, 10¢.

DEVELOPING INTELLIGENT CONSUMERS.—Projects in Consumer Economics. Prepared by Reign S. Hadsell, Principal, Hiram, Ohio, High School. Price, 15¢.

CONSUMER EDUCATION.—Published by the Michigan Home Economics Association in cooperation with Ruth Freegard, State Supervisor of Home Economics Education, Department of Public Instruction, Lansing, Michigan.

CONSUMER PURCHASING.—Suggestions for Club Programs. Prepared by Evelyn H. Roberts, College of Home Economics, State College of Washington, Pullman, Washington. Price, 10¢.

MARKETING SYSTEM AND THE CONSUMER.—Radio talks by Hazel Kyrk, Department of Home Economics, University of Chicago, Chicago, Illinois.

SELECTED LIST OF READING REFERENCES AND GUIDES FOR HOUSEHOLD BUYERS.—Prepared for the Conference on Education of the Consumer, University of Chicago, by the Department of Home Economics.

A PRIMER FOR CONSUMERS.—By Benson Y. Landis, published by the Association Press (Young Men's Christian Association), New York. Includes references to consumer education pamphlets. Price, 10¢.

Farmers turn to . . . Conservation

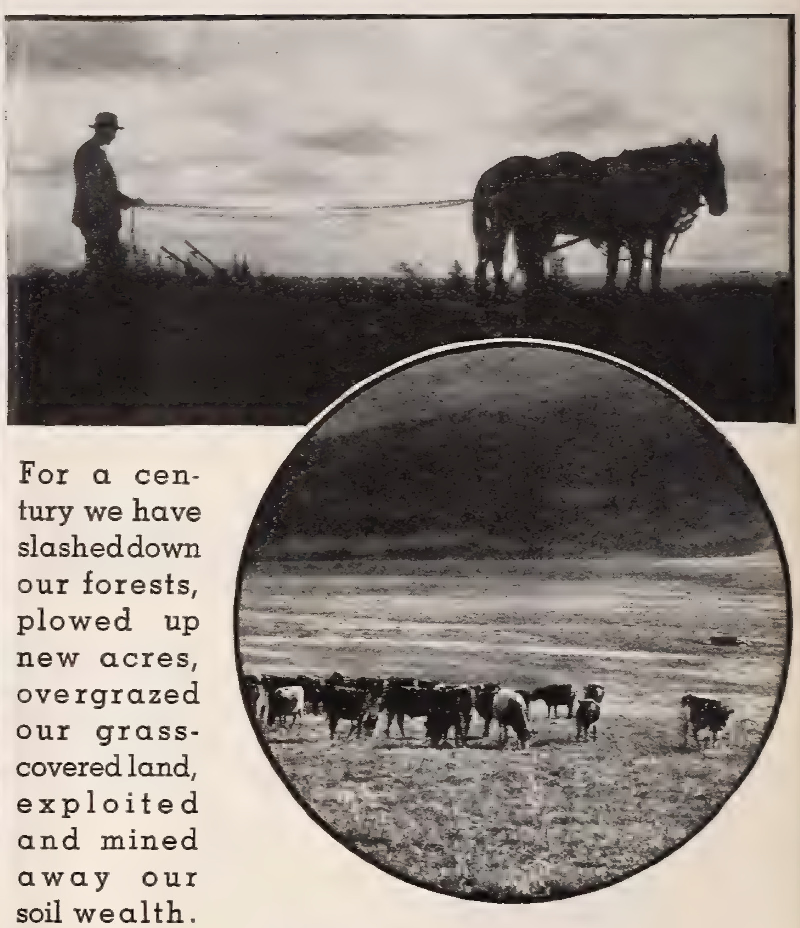
A new farm program—giving farmers of the country new inducements to conserve our soil wealth—has been launched . . What does it hold for consumers ?

THREE years ago, when it took two truckloads of farm products to buy what one truckload bought in pre-war years, and farmers were hard pressed to keep ahead of the sheriff, Congress said to them, in effect, through the Agricultural Adjustment Act:

IF YOU will cooperate, the National Government will help you out of your depression by organizing with you a program to control the production of certain farm commodities which have been selling at prices ruinous to you. By controlling this production nationally—and this will mean restricting your output of these commodities until excess supplies are used up—you can lift up farm prices and receive, in addition, benefit payments for cooperating.

MORE than 3 million farmers decided to take a chance. At the beginning of 1936, when they came to chalk up results, they found that farm prices now had a purchasing power nine-tenths as large as in pre-war years, instead of only half. They found their gross income in 1935 was close to 3 billion dollars greater than in 1932. They found returns for their labor, capital, and management were larger than for any year since 1929. They found, too, that they were getting a larger share of the national income than they had received at the pit of the depression. These gains to the farmer were not a lump-sum charge against the rest of the Nation. They both reflected and promoted greater income among all classes.

ON January 6, 1936, the Supreme Court said, in effect, to farmers: The National Government has no power to control the production of agricultural commodities, because it is not so written in the Constitution. Your production-control program, as it has been operating, must cease. Processing taxes, out of which you have been receiving benefit payments, must cease, too, because they have been instruments used to promote the production-control program.



The National Government can, however, give you money provided it is for a purpose which promotes the general welfare.

ON March 1, 1936, Congress said to the farmers, through the new Soil Conservation and Domestic Allotment Act: To promote the general welfare of the people of this country, we ask your cooperation in the conservation of our soil. Agricultural adjustment, which we recognized as an emergency measure, has made it possible for you to embark on a long-time program, the fundamentals of which have long been considered by the Department of Agriculture and were announced by the President last year.

AS a Nation we do not own the farms, but we need your produce. We must depend on you to use your lands so that not only this year but next year and for many years to come we shall have sufficient to eat and to wear.

IF you are to continue to feed and clothe our people, Congress continued, a stop must be put to losses of soil from your farms.

For a century we have slashed down our forests, plowed up new acres, overgrazed our grass-covered land, exploited and mined away our soil wealth. While land was superabundant, it troubled us little that we were using up not only the interest but also the capital of our greatest national resource. Only within the past 50 years have we given any thought to its conservation for coming generations.

Experts say that at least 400 million dollars worth of soil is being washed away each year. Already 50 million acres have been ruined for further cultivation. Another 100 million acres are badly eroded and 100 million more are threatened.

WE are losing this valuable soil because you farmers, forced to compete with each other, uncertain of your hold on your property, and struggling to make enough money, have been unable to or were uninterested in caring for your land as you should.

YOU have been raising too much of the kind of crops which exhaust the soil and too little of the kind that rebuilds soil fertility. You have not always repaired your land or planted your crops so as to prevent rivulets of rain water from washing away good soil or from causing deep gashes in the earth.

You have not been saving or rebuilding enough wood lots to serve as windbreaks against dust storms and to keep good soil rooted down. You have been overgrazing your animals on grasslands and many acres are now being eroded.

IF YOU, individually and not in cooperation with each other, were to try to improve your farming practices, you might find your efforts too costly or ineffective. The job is one for all farmers. The National Government, therefore, will make it easier for you to conserve your soil. We will allow money from the public treasury to be paid among you according to evidence you show that you are using your land wisely, and for administration, out of a fund of 500 million dollars.

PLANTING time is planning time again, this year as it was 3 years ago. This new program, passed by Congress—a program which has new objectives, and new methods—is being pondered on today in millions of farm homes.

EQUALLY important is its significance to consumers. The new Act marks the beginning of a national effort to save, instead of waste, our most essential resource. Whatever shortcomings this program may prove to have as operation gets under way, it will at least have served to emphasize anew that ownership of land must be in trust to the nation and that those who use the land must be economically enabled to keep that trust.

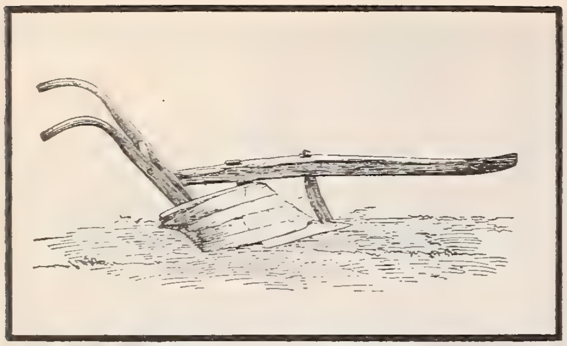
ONLY 75 years ago, as a Nation, we owned three-quarters of the whole area of continental United States. Today we own one-quarter, but these are lands held as forests, parks, reservations, or used for reclamation, national defense, or other purposes. Relatively only a thimble full of this nationally owned soil might be used for agricultural purposes.

IN those 75 years, we gave away one billion acres to individuals, to corporations, and to States, with lavishness and impatience. To those who promised to fell the forests and till the soil we said: Take them; they are yours to use or dispose of as you wish. The Nation needed settlement and revenue and it gave away lands to increase both. It handed over the rights and privileges of private ownership and retained only the right to tax, the power of eminent domain, and the police power.

IT is to these private owners we must look now for the conservation of our soil which has been both used to our gain and abused to our loss. Three-quarters of a century ago our farm lands were producing food and clothing for only 31 million consumers. Today they are feeding and clothing 127 million consumers, but every year now more than 3 billion tons of soil are washing and blowing away from the fields from which we must continue to obtain these necessities. This is enough soil to fill a train of freight cars long enough to go around the earth 19 times at the equator. Such losses, if ignored, cause irreparable damage over the years.

SOIL can be used and yet conserved, provided the right farming practices are followed. Why these practices have not been observed in the past is due to many economic

Three decades ago, when the last remaining forest lands of the public domain were withdrawn from settlement and established as national forest land, we began our short history of national conservation. A new chapter opened in 1935 with the passage of the Soil Conservation Act which has now been amended to provide special encouragement in conservation to farmers everywhere.



An early colonial plow.

Scarcity of labor—not land—was our major farm problem a century ago. The coming of machines speeded up the use of millions of new acres, and encouraged more intensive use of old lands. Today's problem is how to use that power wisely so that soil is not wastefully overworked but husbanded for generations to come.

1 to 2 acres a day can be tilled with this type walking plow.

causes. Some of our land was obtained and has since been bought by people who wished to speculate in its values, not to keep it as a source of income to be passed down to their children and grandchildren. Speculators in land have little interest in its long-time conservation. Impatience to expand their acres, increase their production, utilize labor-saving machines, have cost many farmers their whole property. From owners, they have become tenants, and tenants who are unsure of their tenure have little interest in conservation. Over half of our farmers operate some leased land, and 42 percent lease from others all the land they operate.

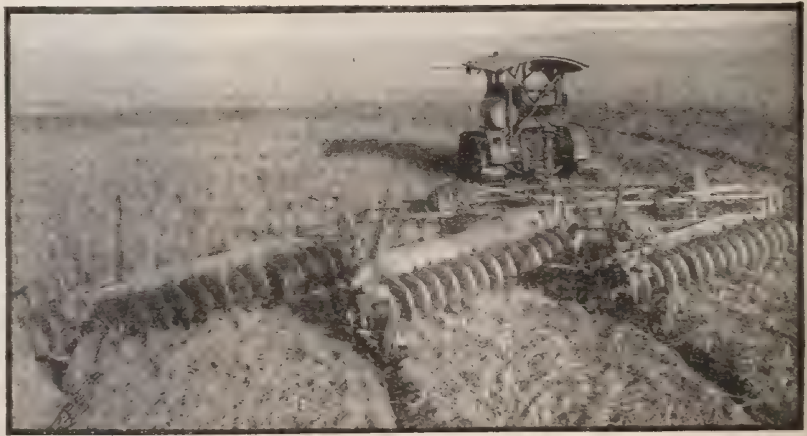
OTHER reasons lie behind soil wastage in the past—the roving spirit; the relatively greater comfort of city, as against country, living; "keeping up with the Joneses", and so on.

SOME farmers fortunately placed have always practiced good farming methods which have conserved the soil and maintained its fertility. Many more know what good farm practices are, but have been stopped from becoming practitioners of soil conservation by increased costs or decreased immediate returns. Farmers, who try to be conservationists and find their neighbors are not, are apt to lose out.

THIS has been so since the beginning of farming in this country. It has been even more true since the World War. In the 20's and through

6 acres per day can be plowed with a two-bottom riding plow.

17 acres per day can be tilled with a tractor-drawn gang plow.



80 acres per day can be covered with a vertical disk plow.

depression years until 1933, falling prices and high costs forced farmers to exploit their soil as hard as they could so as to make enough to pay their debts. Loss of foreign markets, which had been such price boosters during the War and for a few years after, forced down prices in the late 20's. Unemployment and wage cuts in cities at home made farm prices take a further nose dive in depression years.

AGRICULTURAL adjustment during the past 3 years put a stop to this overworking of the soil, by making it more profitable to produce less. During those years, when farmers were limiting their production to commodities which were needed at home, instead of producing also for foreign markets which no longer wanted their produce, farmers had a better chance than they had had ever before to put into practice some of the conservation rules they knew about.

Courtesy, Oakland "Tribune"

When covered wagons gave way to railroads, more efficient transportation gave new inducement to extend farm lands and increase production. Here, at Promontory Summit, Utah, in 1869, a golden spike was driven in, to mark the first joining of East and West by rail.

MAJOR objective of agricultural adjustment was to lift farm prices to "parity." A byproduct of that objective was a beginning at soil conservation. Through the AAA, farmers in 1934 and 1935 were encouraged to shift the 30 to 35 million acres, which previously had been used to grow crops bringing only poverty prices, into grasses and legumes which are good for the soil. Farmers had their first practical lesson from this experience in the wisdom of cooperating together in their production and conservation plans.

CONSERVING those gains in income, won under production-control programs which are no longer possible, and conserving and extending those good farm practices started cooperatively under those programs, are the two major objectives of farmers under the Soil Conservation and Domestic Allotment Act.

Fifty million new acres—many of which could only be operated profitably under the high prices of the World War period—were plowed up to produce foods to be sold abroad. Demand from abroad for this produce is gone now, and many farmers are left with fertility-exhausted soil.

ROUTES to those objectives are various. Chief among them is reducing the number of acres planted to soil-depleting crops and increasing the number of acres planted to soil-conserving crops. But soil is lost to good use not only when the minerals in it are taken out by crops which humans eat and not replaced by fertilizer, but when the soil is allowed to wash or blow away. So other routes to soil conservation depend on better methods of planting, building ponds and dams, extending wood lots, and so on. These improved farm practices, too, must take their place in such a program.

BETTER income for farmers, once the

A homestead in a western State after one year's operation.

Much of our land was settled on the theory that the man who worked the soil should be free to use—and even abuse—the land as he wished. Low prices drove many farmers into overworking their soil. When escape to more fertile free lands was closed, the farmer who wished to conserve and rebuild his soil found himself handicapped by increased costs or decreased immediate income.

State programs are in operation, is to be measured in terms not of parity in price but parity in income.

PUTTING the new program into practice for this year means quick action, for planting time is here. Already regional conferences have been held to give farmers, farm organization officals, and agricultural experts, an opportunity to recommend to AAA how the program should be run. Local and national officials are busy at work, setting up standards for land use which will fit the soil-conservation needs of each farming region. Later in the year, farmers who can show that they have met these standards will receive payments. In 1936 and 1937 these payments will be made by AAA directly to individual farmers who comply with the conditions laid down in the matter of the conservation of the soil of their farms, unless the State-aid plan provided in the Act becomes operative before 1938. From 1938 onward, money from the National Government will be paid to States which will then be responsible for its distribution to individual farmers. Only those States which want to participate and which submit plans satisfactory to the Secretary of Agriculture will receive Federal funds.

THESE are significant changes in the direction of the new farm program. Economists in the Department of Agriculture figure that the 1935 per capita farm income—including benefit payments—had a purchasing power equal to 83 percent of the pre-war farm income. Nonfarm income had a purchasing power of about 93 percent of pre-war. Farmers, last year, were about 10 percent below income parity with other people in the country. Without benefit payments they were nearly 20 percent below.

FARMERS' new program goes still further to take consumers' interest into account. The new Act gives consumers a definite assurance that, so far as the Act is concerned, there will be no reduction of supplies below consumers' normal needs.

YARDSTICK for "normal" is taken as the 10 years, 1920 to 1929. These years cover a brief period of depression, a longer period of "prosperity", which touched higher levels of production and consumption than we had ever known before. They do not include years of drought, such as the past 2, when despite the best intentions many farmers could not produce normal quantities of some foods.

CONSUMERS have been eating an average of about 1,450 pounds of food a year per person. During the years 1920-24, the average was somewhat less, 1,422 pounds. In the next 5 years, it increased to 1,474 pounds. During the depression years, 1930-33, the average dropped to 1,454 pounds. The per capita average of the 1920's to be used as a measure of normal consumption is 1,450 pounds.

BACK in the 20's, farmers were playing a losing game in providing consumers with these 1,450 pounds, but the reason was not that consumers could not pay a fair price for this quantity of food but that they could not pay a fair price for all the food which farmers produced.

DURING those years, farmers produced not only for domestic consumption but for a foreign market which had largely disappeared. What they could not sell abroad stayed at home and depressed all farm prices.

UNDER the AAA, farmers cut down on their production of the extra pounds for foreign consumers and by doing so were able to raise the price of food sold at home. Under the Soil Conservation Act they can continue to measure their production to fit consumers' needs at home, but the law provides that no powers under the Act shall be used to encourage farmers to produce less than average requirements.

TOTAL food quantities consumed in the years 1920-29 would not be enough for our present population, but the Act takes account of the increase in the number of consumers. In 1920 there were about 106 million consumers in the United States. By 1935 the number had stepped up to almost 127 million.

NORMAL consumption at which the Act is aimed is the per capita amount. To get a total figure for normal consumption the per capita amount would have to be multiplied by the number of consumers there are now in the country.

FOOD HABITS, in some cases, have changed since the 20's. Consumers obviously do not want farmers to continue to produce the same amount of a particular food which has either lost or gained greatly in consumer favor since those years. These days we are apparently eating less cereal products and potatoes than in the yardstick years—about 16 pounds per person less. On the other hand, our consumption of fresh vegetables has increased some 16 pounds per person. Milk and cream consumption has stepped up 14 pounds. We eat more eggs, too.

MANY changes in eating habits have come about because consumers know better how to plan a balanced diet. Some have resulted from better transportation making it possible to load our city markets with fresh fruits and vegetables all year round. Some are due to better refrigeration, which has improved the quality of perishable foods sold and so increased their consumer appeal.

STILL other changes are due to the luck of low prices. During the last half of the 20's we ate, on the average, 10 pounds per person more pork and lard than we ate before the war, and the reason was largely because pork had become so cheap. Consumers' gain, however, was at a serious cost to hog producers. Wartime foreign demand for pork products had encouraged farmers to boost their hog production. The habit stuck, long after the export market was gone. All that pork was thrown on the domestic market to be sold at what it would bring, and farmers took the loss.

WHEN farmers measure the normal supplies which consumers expect from them under the new farm program, they will take into account all such changes in population, eating habits, and export business.

Individual farmers found themselves up against it—before AAA—in trying to cope with loss of markets, low prices, high costs, and decreasing soil fertility. Cooperatively, and with the aid of the AAA, they made long strides toward higher prices. Under the new Soil Conservation and Domestic Allotment Act they can continue to work together to build up both their income and the fertility of their soil.

NORMAL consumption, as measured by the 20's or any other year past or present, is a workable yardstick for farmers now, but neither farmers nor consumers look to that as the ideal permanent goal. Recognition that present consumption levels might be raised has been made in Section 32 of the Agricultural Adjustment

Act, passed in 1935 and still in effect, which provides that certain tariff revenue may be used to expand domestic consumption of farm products.

MILLIONS of consumers, even in our flushest years, have not had enough to eat or enough of the kind of food that builds strongest bodies. According to one estimate, a third of all nonfarm families in the United States in 1929 had less income than required in order to buy the kind of diet that would give them a satisfactory margin of safety, without stinting on other necessities.

ANY ideal standard would provide foodstuffs enough to give every one an adequate diet. Ideally, farmers should produce all the varieties and quantities of food necessary to supply that amount. There is probably not a farmer in the country who would not welcome the chance to step up his output to that standard, provided he were assured, in return, an adequate income.

TWO MAJOR stumbling blocks lie in the way of putting such an ideal standard into practice. One is that consumers do not now—nor did they even in 1929—receive an income large enough to buy the foods required for an adequate diet for everyone. The second is that by requiring farmers to produce such quantities at prices which consumers could now afford to pay, we would be forcing farmers to continue to overwork their soil and to neglect good farming practices as they have been forced through economic pressure to do in the past.

TO consumers there is a large difference between these two parities. The first means getting the price of a truckload up to the point where it will buy as many shoes, shirts, cars, blankets, and pay as many debts, taxes, wages, and so on, as it did in pre-war years. The second means getting a farmer's purchasing power up to the point where it was in pre-war years in relation to the purchasing power of people not on farms.

LIFTING farm prices to parity in some cases would require cutting down severely on the amount produced. Cutting down too far on the amount of food consumers can buy means boosting the price so high that some consumers have to go without or all consumers have to cut down on what they buy.

SERIOUS questions for farmers as well as for consumers, loom up when quantities of food are reduced below normal needs. Obviously, if a farmer can sell two truckloads of farm produce and clear $100 apiece, rather than one and clear $150, he is going to be better off. He is going to have a bigger income to spend on the shoes and suits his family needs.

MORE dollars coming in are cause for rejoicing, but we can't eat dollar bills; they can't keep us warm; they can't amuse or educate us. What we are after is the food and clothes and movies and books they will buy. Being able to buy more counts for more than getting a bigger pay envelope.

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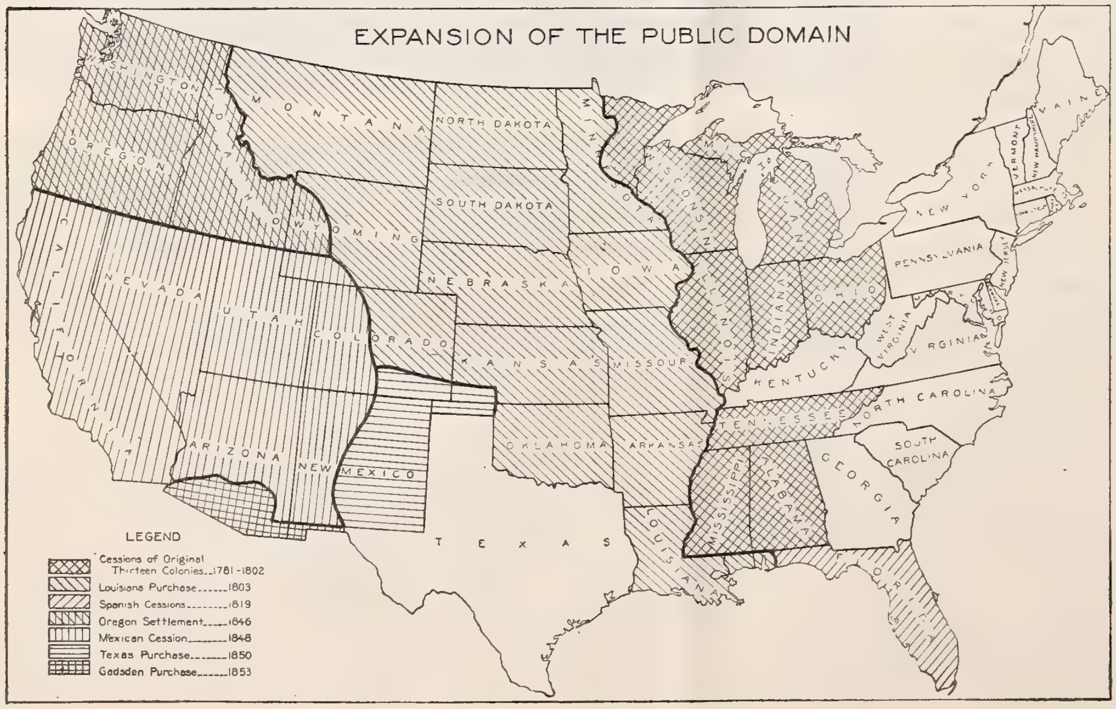

EXPANSION OF THE PUBLIC DOMAIN

LEGEND
▩ Cessions of Original Thirteen Colonies...1781-1802
▧ Louisiana Purchase.......1803
▨ Spanish Cessions.........1819
▧ Oregon Settlement......1846
▥ Mexican Cession..........1848
▤ Texas Purchase...........1850
▦ Gadsden Purchase.......1853
MONTANA
NORTH DAKOTA
SOUTH DAKOTA
WYOMING
NEBRASKA
IOWA
NEVADA
UTAH
COLORADO
KANSAS
MISSOURI
ARIZONA
NEW MEXICO
OKLAHOMA
ARKANSAS
TEXAS
NEW YORK
PENNSYLVANIA
WEST VIRGINIA
VIRGINIA
KENTUCKY
TENNESSEE
NORTH CAROLINA
SOUTH CAROLINA
GEORGIA
VERMONT
MAINE

Seventy-five years ago the public, in the name of the Federal Government, owned a billion and a half acres. Two-thirds of these publicly owned lands have been given away to individuals, corporations, and States. It is to the private owners of the Nation's agricultural lands we must look now for conservation of our soil.

Food for Young Consumers

New developments in the science of building healthy children play their part in trends of agricultural production.

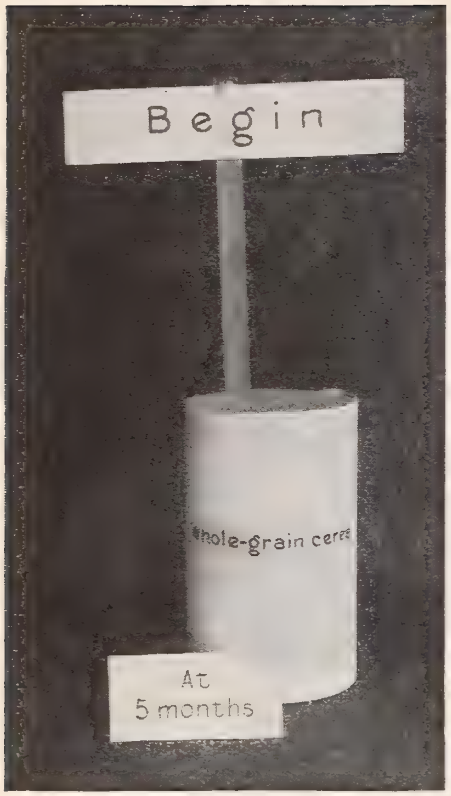
MILKMEN used to have a monopoly on the baby's business for a year and more. Now the green grocer finds good prospects among the very youngest consumers. When only a few weeks old, children start giving him their trade in the matter of orange juice and tomato juice. Some weeks later he begins to write spinach and carrots and peas on the market orders of his smallest and steadiest customers.

MULTIPLY these extra years of fuller diet by the number—in millions—of youngsters profiting from the new variety in little children's menus. Add the effect of this early cultivation of tastes on their food habits of later years. Add the nutritional improvements shared by the rest of the family. The result is written in carloads on the records of shipments from newly stimulated producing areas.

RECORDS show that if all the food we ate during each year of the 1920's had been divided equally among the population, each person's quota of fruits and vegetables would have gone up 10 percent from the first half to the last half of the decade 1920-30. Citrus fruit took one of the most spectacular leaps in this class. Spinach more than doubled its popularity between 1921 and 1929, while carlot shipments of carrots in 1930 numbered almost seven times as many as those of 1921. The city market's fresh-vegetable season spread right around the year, while truck gardens covered more and more acres in California, Florida, Texas, Mississippi, Tennessee, North Carolina, Virginia, and the other States that turned their agricultural resources into newly profitable channels to meet the demand.

DAIRY FARMERS did not lose the business truck farmers gained. Consumers learned to eat 10 percent more dairy products in the last 5 years of the 'twenties than they ate in the first half, and 4 percent more eggs. During the depression some of these foods lost part of their gains but many kept on going up in consumer favor, and the upward trend is clear.

NO COINCIDENCE accounts for the fact that these foods on which the consumption curve is rising are the "protective foods" recommended for bigger places on the dietary by the Bureau of Home Economics in the Department of Agriculture, the Children's Bureau of the Department of Labor, and other agencies working to publicize the facts of nutrition on which to build better child health in this country.



KNOWLEDGE of nutrition has increased, with a burst of speed, out of research and experiment within very recent years. Studies of children in clinics and schools have borne out the new feeding practices in actual records of gain in growth, development, spirit, and behavior.

CHIEF practical result of the new knowledge of specific nutritive elements has been a new emphasis on introducing a variety of foods to children at the earliest possible age, in order to include both the values now known and those to be discovered.

KNOWN nutritional essentials fall into three categories: Body-building materials, body regulators, and materials to provide energy for the body's activities.

PROTEINS are Number One building materials, along with minerals and water. Different grades of proteins come with different foods. Highest grade are the proteins in milk, cheese, eggs, and meat. To do an efficient job of rapid growing, children need a daily share of these efficient protein foods.

MANY MINERALS are part of body fluids and tissues, but three are very likely to be inadequately provided unless the diet is carefully planned. Calcium and phosphorus for good teeth and bones, and iron for red blood cells, call for special thought to include foods that provide enough of them.

REGULATORS, materials that help in the body's routine functions, include minerals and water, and also vitamins.

VITAMINS, youngest members of the food-value family, have presented answers to old nutrition riddles and have set up new ones. Though much is still being learned about their number, identity, and composition, vitamins have proved so far to be—more than actual food materials in themselves—stimulators to help the body make use of other food materials. For instance, certain vitamins are necessary to help calcium and phosphorous build good bones and sound teeth. To get all the vitamins a child's body needs for a wide safety margin against all deficiency diseases, he should have a variety of foods known to be rich in vitamins. The list reads: Whole milk, butter, eggs, meat, whole-grain cereals, and plenty of fresh fruits and vegetables, including green leaves, tomatoes, and citrus fruits, along with cod-liver oil for extra protection in the sun-short wintertime. The more natural the food—the less processed—

the more likely is a high supply of vitamins. Nutrition experts underline the warning against overcooking of fruits and vegetables, and recommend some raw every day.

ENERGY FOODS, needed by children in proportion to size and activity, are important, but most easily provided of all food values in the diet. Fats, sugars, and starches are the most concentrated sources of energy. A steady gain in weight tells the story of the sufficient quota.

MANY FOODS do more than one job in the business of building healthy children. That is why certain ones get a place as indispensable on every diet list.

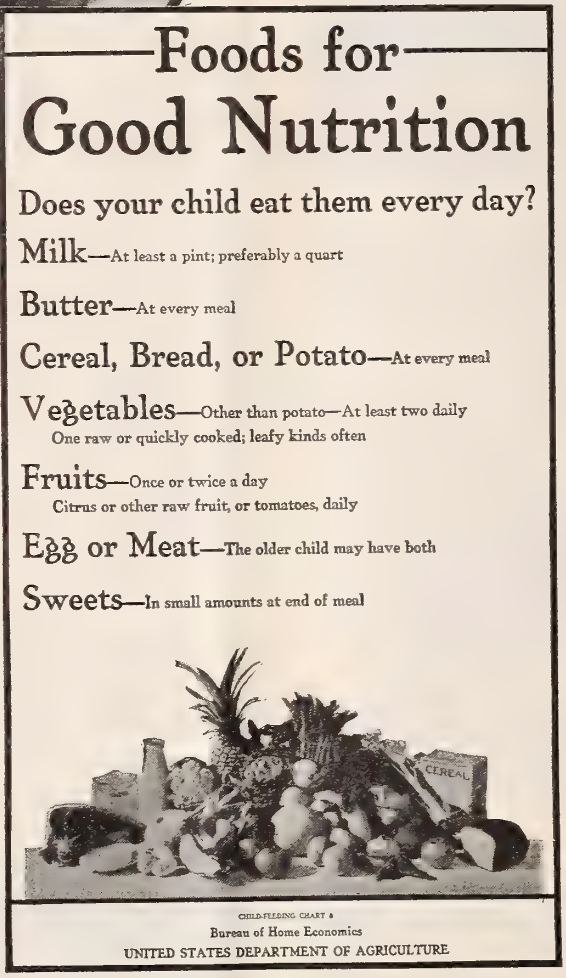
MILK rates a star on almost every count—calcium and phosphorous, efficent proteins, and vitamins, especially one in the butterfat of whole milk. A quart a day for every child is the goal, and a pint is the bare minimum ration. This can include not only drinking milk but also all milk that goes into the child's food supply by the cooking route.

EGGS, next to milk, are tops in natural foods, with protein, iron, and vitamins as their main contributions. The baby of a few months gets egg yolk, and when he is a year old he is having a whole egg or some meat every day.

CEREALS, bread, and potatoes are energy standbys on account of the starch they contain. But they don't all supply the same food values. Potatoes are especially valuable because they offer not only calories but also minerals and vitamins as well—that is, if the food value is retained by proper cooking; baking or boiling in their jackets. Little children, from about 10 months on, need potatoes at one meal a day at least, or an extra serving of vegetables or fruit. Cooked cereal makes its appearance as the first solid food at as early as 3 months. All kinds of cereals provide starch for energy, but after the first few months the selection of the cereal to cook for the child calls for care to make sure it has the whole grain with the germ which carries the valuable "appetite vitamin." Both white and whole-grain bread also supply starch, while whole-grain bread provides at low cost, minerals, vitamins, and proteins besides. Nutrition experts in the Bureau of Home Economics do not make hard and fast rules about relative quantities of different types of starchy foods, since the proportion depends on the general proportions in the rest of the diet. They say that though some kind of bread is advisable at each meal for the child, the type of bread can be left to his preference if he is getting plenty of whole milk, a variety of fresh fruits and vegetables, and some form of whole-grain cereal every day.

VEGETABLES and fruits offer minerals, vitamins, color, and flavor. The vegetable rule is two servings a day besides potatoes. "Leafy" greens like spinach and turnip-tops take a preferred position on the child's menu because of their high vitamin and iron rating in the raw or quickly cooked state. Tomatoes keep their vita-

mins in cooking so the can of tomatoes is the mother's friend, especially when the budget can't carry enough citrus fruit. For fruit, like vegetables, the rule is two a day, at least one raw if possible. They are a special help in the problem of giving happy but healthful desserts.



Foods for Good Nutrition

Does your child eat them every day?

Milk—At least a pint; preferably a quart

Butter—At every meal

Cereal, Bread, or Potato—At every meal

Vegetables—Other than potato—At least two daily
One raw or quickly cooked; leafy kinds often

Fruits—Once or twice a day
Citrus or other raw fruit, or tomatoes, daily

Egg or Meat—The older child may have both

Sweets—In small amounts at end of meal

CHILD-FEEDING CHART 8
Bureau of Home Economics
UNITED STATES DEPARTMENT OF AGRICULTURE

SWEETS, concentrated fuel value, can be used two ways. One is to let them spoil appetites for other foods, between or before meals. The other and the right way is to use them in judicious quantities at the end of the meal as a sort of unheralded reward for a workmanlike attack on other foods.

FATS, most concentrated of all fuel foods, call for moderation. Butter and cod-liver oil make extra contributions of vitamins, so butter takes first place on the everyday menu and cod-liver oil is a "must" in young children's wintertime nutrition.

WATER and plenty of it is the habit of the proper child, according to our best nutritional advice. Regular between-meal hours for offering water is the best way to achieve the habit. But at meals foods with too high liquid percentages may crowd out solid food, so thin soups with little food value are not suitable for little children. Even milk, valuable as it is, should not come first in the meal.

TECHNIQUE in planning and serving meals to children can make tremendous differences in the nourishment a child gets. In this important part of a mother's job it pays to learn the tricks of the trade that make it easier and more effective.

HELPS in learning these effective techniques are offered in Government publications. The bulletin "Food for Children", published by the Bureau of Home Economics, provide not only the information about nutrition on which this article draws, but gives pointers to parents on feeding problems, with sample menus and recipes showing how to make the same meals cover the needs of every member of the family down to the very youngest. A leaflet called "Good Food Habits for Children" points the psychological paths to parents who are teaching their children to like all wholesome foods. Send 5 cents to the Superintendent of Documents in Washington for either of them. The Children's Bureau, Department of Labor, Washington, sends free on request of parents their two bulletins "Infant Care" and "The Child from One to Six", which give directions for feeding and practical advice on the psychology of achieving lively appetites and happy mealtimes. Feeding cards for each age period, to hang in the kitchen as a reminder to the marketer and caterer, have been made up from these two books and, though the free supply is temporarily out of stock, the set can be bought for 10 cents from the Superintendent of Documents, Washington.

A family of 3* will have an Adequate Diet at minimum cost

if they get these foods in these amounts each week.

Bread, Cereals, Baked goods.	12½ lbs.
Milk	14 qts. or corresponding quantities of canned or dried milk or cheese.
Potatoes Sweet "	9 lbs.
Tomatoes (fresh or canned) or citrus fruits	3 lbs.
Leafy, green and yellow vegetables.	5 lbs.
Dried beans, peas, nuts, and peanut butter.	1¾ lbs.
Dried fruits	1½ lbs.
Other fruits and vegetables	6 lbs.
Lean meat, Fish, Poultry.	4 lbs.
Eggs	10
Fats	3 lbs.
Sugars	3 lbs.

Fourth of a new series of adequate diets at minimum cost for families of varying sizes and ages, based on studies of the Bureau of Home Economics, Department of Agriculture.

* Two moderately active adults and a boy of 14.

Planting seedlings on fire-swept slopes of land now a part of our national forests in order to provide, among other things, a protection against soil erosion, is one of the valuable conservation services performed by the Forest Service of the Department of Agriculture. A crew is at work here on the St. Joe National Forest, Idaho.

CONSUMER-FARMER BRIEFS *from* WASHINGTON

LIFE INSURANCE is the latest offering of the insurance cooperatives affiliated with the Ohio Farm Bureau Federation. March 1 was the day Ohio cooperators could start buying cooperative life insurance, and other States will soon get theirs. Besides that, the insurance coopertives boast as results of their 1935 expansion program: Over 49 thousand more automobiles insured by affiliated cooperatives in 8 States through the Farm Bureau Mutual Auto Insurance Cooperative; members of cooperatives added more than 15 million dollars to their fire protection during the year, doubling the coverage of the Farm Bureau Mutual Fire Insurance Cooperative; and cooperative auto insurance which only farm cooperatives once had a chance to get was extended to consumers' cooperatives in cities in the 8 States in which the Farm Bureau Cooperatives are operating: Ohio, Pennsylvania, North Carolina, Maryland, West Virginia, Virginia, Delaware, and Vermont.

RELIEF families who otherwise could not have had the milk and cheese and butter received 23 million dollars' worth of dairy products between August 1933 and February 1936. The Agricultural Adjustment Administration, by authority of Congress, bought the food in places where the supply was threatening to push down farmers' prices, and turned it over to relief agencies for distribution. In the two and a half years in which the program has been going, this two-way relief has included nearly 75 million pounds of butter, 18 million pounds of cheese, nearly 16 million pounds of dry skim milk, and 47 million pounds of evaporated milk.

AAA

CITRUS PROGRAM for California and Arizona has swung into its third year of operation. The program, developed and continued at the request of a majority of the growers and shippers of grapefruit and oranges, aims to prevent low prices to growers by regulating shipments so that quantities moving into commerce correspond with the market requirements.

INCOME to growers under the program increased one-fourth during the first year of operation over the value of the crop the year before. Of course the program must share part of the credit for this boost with the fact that consumers had more money to spend for citrus fruit in 1934 than in 1933. The biggest crop on record came along in the season of 1934-35, presenting a problem in the matter of getting the fruit to market without flooding it and thereby cutting down returns to growers. Under the program this bumper crop brought in about 63 million dollars to growers, almost a third more than the income of 1933-34.

FLORIDA CITRUS shippers have developed a marketing agreement which has received the tentative approval of the Secretary of Agriculture. Under its terms regulation of weekly total shipments of oranges, grapefruit, and tangerines would be possible by means of limiting the amount of lower-grade fruit going to market.

20,000 GROWERS in Florida depend on citrus sales for their incomes. During the last few years they have been selling more fruit and getting less money for their labor and investment. While they have raised their production from an average of a little more than 20 million boxes in the 5-year period 1925-26 through 1929-30, to an average of 30 million boxes in the 5 seasons ending 1934-35, they received for the much lower production in the first 5 years an average income of nearly 31 million dollars and for the last 5 years of production half again as high, an average income of about 22 million dollars, a drop of more than one-fourth. The proposed marketing agreement is designed to make the greatly needed improvements in this marketing situation.

AAA

ELECTRIFYING news from farm cooperators: 5,387 miles of cooperative electric wiring is the plan of 20,000 farmers in 62 counties organized under the Rural Electrification Division of the Ohio Farm Bureau Federation Cooperatives. . . Electricity will light 1,700 farm homes in Miami and Shelby Counties, Ohio, for the first time in May when the cooperative lines in those counties are due to be finished. . . 2,200 homes in Boone County, Indiana, will see the light of electricity when the first line, now under construction, is hooked up under the banner of the Indiana Farm Bureau Cooperative. . . 20 electric cooperatives in Minnesota and Wisconsin get engineering service and technical assistance from the Midland Cooperative Wholesale. . . Consumers' Cooperative Association of North Kansas City, Missouri, has embarked on a special department of rural electrification to help local cooperatives with electric projects. . . Stories like these will add to the tale of 85,000 newly electrified farms in 1935, will help take the remaining 85 percent of our farms out of the dark and semi-dark.

AAA

FRESH LETTUCE, peas, and cauliflower grown in western Washington will be covered by a new marketing agreement developed at the request of 90 percent of the industry in that area, now tentatively approved by the Secretary of Agriculture and at this writing in the hands of the industry for signature. If approved by the industry, this agreement will provide that when supplies of lettuce, peas, or cauliflower seem too heavy to sell at a price that will bring growers a reasonable return, lower grades and unpopular sizes will be kept off the market. If this does not suffice, then the total shipments are to be limited on a pro-rata basis. Each grower would limit his shipments in proportion to the limitation of the whole area, in accordance with an allotment assigned him by a Pro-ration Committee composed of six growers, six handlers, and a thirteenth member chosen by the two groups. When only the lower grades are to be kept off the market, the agreement provides that shipments be graded on the basis of U. S. Department of Agriculture grades.

AAA

WATERMELON consumers who last year learned to expect the average melon on the market to be good, may continue to be optimistic this year. The marketing agreement now in effect worked to prevent gluts on the melon market by keeping lower grade melons out of

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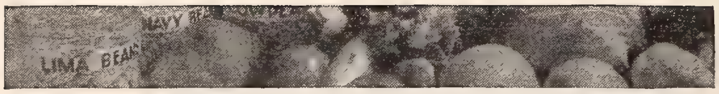


BAD weather was mainly responsible for a one percent increase in retail food costs which occurred during the 2 weeks from February 11 to February 25.

FOOD COSTS in general had been declining slowly from the latter part of December until February 11, partly because of the removal of processing taxes and partly because of seasonal price drops which usually start at that time of year. On the latter date, the cost of food was almost back to the February 1935 level. Severe winter weather, reducing production and halting transportation of eggs and butter, checked this drop. The index of all food costs on February 25 stood at 81.3 percent of their 1923-25 level, compared with 60.1 in February 1933 and 102.3 in February 1929.

EGG prices showed the largest increase in the 2 weeks under review. Ordinarily consumers can count on eggs getting cheaper right along from November or December to April. Prospects of a heavy winter egg production were bright in December and January. Retail prices dropped 10 percent in January because of heavy receipts. Then came bad weather in late January and most of February. Production fell off. Delivery to packing plants in the Middle West and Middle Atlantic cities was almost impossible because of snow-blocked roads. Storage supplies were low, as they usually are in January. Between February 11 and February 25, the average price of a dozen eggs jumped almost 4 cents, to 40.6 cents.

BUTTER prices usually start sliding off at the beginning of the year. In January of this year, because of low production, they stepped up a little, instead of falling off. When snow blocked the highways in February and kept many farmers from getting their milk and cream from farms to plants and slowed up distribution to markets, the price kept on going up. Use of cold storage and imported butter kept the price from reaching a much higher level. In the 2 weeks from February 11 to February 25 the average price increased almost 2 cents, to 43.6 cents.

CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

Kind of food	Feb. 11, 1936	Feb. 25, 1936	Change in two weeks
Dairy products:	¢	¢	%
Milk, qt	11.8	11.8*	——
Cheese, lb	27.6	27.2	-0.9
Butter, lb	41.8	43.6	+4.3
Beef:			
Round steak, lb	33.4	33.6	+0.5
Rib roast, lb	29.9	29.8	-0.4
Chuck roast, lb	23.0	22.9	-0.7
Pork:			
Chops, lb	32.0	33.1	+3.4
Lard, lb	16.8	16.5	-1.9
Whole smoked ham, lb	31.5	31.2	-1.0
Lamb:			
Leg of lamb, lb	28.4	27.7	-2.2
Breast lamb, lb	13.2	13.3	+0.5
Square chuck, lb	22.2	22.0	-1.2
Poultry and eggs:			
Hens, lb	32.5	32.7	+0.6
Eggs, doz	36.8	40.6	+10.4
Bread:			
White, lb	8.4	8.3	-0.5
Rye, lb	9.1	9.1	——
Whole wheat, lb	9.4	9.4	——

*3.5-5.0 percent butterfat.

(continued)

Your Food

MEAT costs as a group did not change in these weeks. Increases in fresh pork were counter-balanced by decreases in lamb. Beef cuts stayed fairly steady.

WATCH for spring lamb which will be on markets soon. Best months for this youngest of all lamb are from May to July, but supplies start appearing before May. Spring lamb coming from animals from 3 to 5 months old is to other lamb as broilers are to other chickens. The early lamb crop from California, Arizona, and Texas promises to be larger this year than last. Because of unfavorable weather, the early lamb

CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

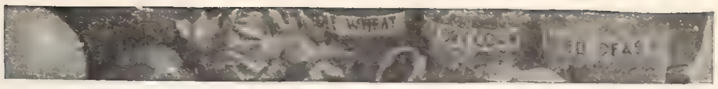
Kind of food	Feb. 11, 1936	Feb. 25, 1936	Change in two weeks
Cereal products:	¢	¢	%
Flour, lb	4.8	4.8	-0.7
Macaroni, lb	15.0	14.9	-0.6
Wheat cereal (28-oz. package)	24.1	24.1	+0.1
Vegetables—canned:			
Corn, #2 can	11.4	11.4	-0.5
Peas, #2 can	16.0	16.0	——
Tomatoes, #2 can	9.3	9.3	-0.2
Vegetables—fresh:			
Potatoes, lb	2.3	2.4	+4.3
Onions, lb	4.3	4.3	-1.1
Cabbage, lb	4.0	4.2	+6.5
Vegetables—fresh:			
Lettuce, head	7.6	7.6	——
Spinach, lb	8.2	7.8	-5.1
Carrots, bunch	6.1	5.9	-3.6
Fruit—canned:			
Peaches, #2½ can	18.2	18.0	-1.3
Pears, #2½ can	22.5	22.3	-0.9
Pineapple, #2½ can	22.4	22.4	+0.1
Fruit—fresh:			
Apples, lb	5.3	5.4	+1.5
Bananas, lb	6.2	6.2	-0.8
Oranges, doz	30.0	30.7	+2.7

Bill

Concluded on page 31

crop in the Pacific Northwest and Southeastern States is behind time in growth.

CHANGES between February 11 and February 25 in fruit and vegetable prices were mainly seasonal and in most cases slight. Prices of spinach and green beans decreased a little more than other price increases and cabbage increased slightly more. Prices of vegetables in general should continue to decline until late in the summer, since prospects are for ample supplies. Most fruits will edge up in price from now until the summer months when new supplies load the market.



BETTER perspective on the relation of processing taxes to the cost of foods is possible now for consumers who believed they were responsible for the level of food costs before the January 6 Supreme Court decision.

COST of the market basket containing 10 important foods in average amounts purchased in a month by families decreased from $22.96 in December 1935 to $22.44 in February of this year. The December cost included 83 cents of processing taxes on the pork, flour, and white bread included in the market basket. Processing taxes were officially stopped on January 6, 1936, but even before they ceased some processors, who were paying their taxes into Court, were apparently not passing on the full amount of the tax to their customers or deducting it from the price they paid to farmers. This fact explains in part why the reduction of 52 cents in the cost of the 10 foods does not match up with the reduction of 83 cents in taxes. Other facts are important, too, in explaining this discrepancy.

PROCESSING TAX on hogs before January 6 was $2.25 per 100 pounds of live hog. A comparison of December with February prices would seem to show that this sum, since January 6, has been split three ways. On the basis of reports of the Bureau of Agricultural Economics on retail prices of 5 principal pork products in New York City and Chicago, the division has been about like this: The larger part is going to consumers in the form of lower pork prices; a smaller portion is going to farmers in the form of higher prices for live hogs; a still smaller part is being retained by processors and/or distributors. It is not clear from the record how much of this third part of the $2.25, which used to be paid to the Government for benefits to hog farmers and is now retained by the trade, is being reserved by packers and how much by wholesalers and retailers of pork products.

BEFORE the tax was removed, most of the experts believed that the full amount of the tax would be added to the farm price of hogs.

[Concluded on page 31]

Dairy Products

RISE in butter prices continued from February 11 to February 25, and amounted to 1.8 cents per pound. Cheese prices fell off somewhat and milk prices remained the same.

CONSUMERS can expect the price of butter to fall off gradually until next summer. Recent trends in the wholesale butter market indicate that retail prices on February 25 probably were at about their peak for the season. The high point in wholesale market prices of butter was reached in the week of February 22. In the following 2 weeks butter prices fell off rather sharply. The drop from the week of February 22 to the week of March 7 amounted to almost 4 cents a pound.

SEVERE winter weather which greatly curtailed shipments was largely responsible for the rise in butter prices in the last week of January and the first half of February. As soon as the weather became more normal, prices began to decline and the seasonal decline in prices is expected to occur during the next several months.

BUTTER production is now larger than a year ago and will probably continue larger for several months. Storage stocks of butter, on the other hand, are rather low.

IN CONTRAST with the rise in butter prices in late January and the first half of February cheese prices declined throughout most of the period. Production of cheese was heavy and there was not a corresponding increase in consumption. This led to the accumulation of fairly large stocks of cheese which has tended to keep prices down. It is expected that the decline in cheese prices from now until next summer will be rather small.

BUTTERFAT PRICES at the farm increased from 33.5 cents a pound on January 15 to 34.9 cents on February 15. Whole milk prices were unchanged at $1.95 a hundred pounds. On February 15 a year ago butterfat prices at the farm were 35.9 cents a pound and milk prices $1.85 a hundred pounds.

Average Retail Prices, February 25, 1936 (cents)

Markets	Milk fresh del'd (qt.)	Butter-fat content of milk	Cheese (lb.)	Butter (lb.)
United States	11.8	3.5-5.1	27.2	43.6
New England:				
Boston	12.6	3.7-4.0	25.8	43.6
Bridgeport	13.0	3.9	28.6	43.6
Fall River	13.0	3.8	26.4	41.9
Manchester	12.0	3.9-4.0	27.3	43.7
New Haven	13.0	3.7-4.0	26.3	44.3
Portland, Maine	12.0	4.0-4.3	27.8	43.6
Providence	13.0	3.7-3.8	26.0	42.2
Middle Atlantic:				
Binghamton	12.0	3.6-3.8	25.5	43.4
Buffalo	12.0	3.6-3.7	26.9	41.7
Newark	13.0	3.5	27.5	45.7
New York	13.0	3.7-4.0	29.2	45.7
Philadelphia	11.0	3.5-3.8	28.9	45.3
Pittsburgh	11.0	3.6-4.3	28.5	43.6
Rochester	12.0	3.8	27.7	41.7
Scranton	11.0	3.8	27.4	41.9
East North-Central:				
Chicago	11.0	3.5-3.8	28.9	43.2
Cincinnati	12.0	3.5-3.8	26.5	43.9
Cleveland	11.0	3.5	28.3	43.0
Columbus	10.0	4.0	26.1	41.0
Detroit	12.0	3.7-3.7	24.5	43.1
Indianapolis	11.0	3.8-3.9	26.3	42.5
Milwaukee	10.0	3.6-3.7	27.8	41.6
Peoria	11.0	3.8-4.0	26.5	42.9
Springfield, Ill	11.1	4.0	25.8	42.2
West North-Central:				
Cedar Rapids	10.0	4.0	22.7	39.6
Kansas City	11.1	3.8-4.0	26.5	41.2
Minneapolis	10.0	3.5	26.4	41.5
Omaha	10.0	3.8	25.8	41.0
St. Louis	12.1	3.7-3.8	26.6	44.0
St. Paul	10.0	3.6-3.7	25.4	41.8
Sioux Falls	10.0	4.0-4.1	29.5	40.5
Wichita	10.0	—	23.4	39.1
South Atlantic:				
Atlanta	14.0	4.2-4.4	22.9	43.5
Baltimore	12.0	4.0-4.2	26.0	44.7
Charleston, S. C	15.0	4.0-4.3	24.6	41.4
Jacksonville	15.0	4.0-5.0	24.0	42.8
Norfolk	14.0	3.8-3.9	23.4	43.0
Richmond	12.0	3.5	24.6	41.9
Savannah	14.0	4.0-4.5	24.2	42.0
Washington, D. C	13.0	4.1	26.1	45.2
Winston-Salem	14.3	4.3	25.7	44.3
East South-Central:				
Birmingham	13.3	4.3-4.5	22.8	44.9
Jackson, Miss	13.0	—	24.7	42.1
Knoxville	12.0	4.0-4.2	29.6	41.4
Louisville	12.0	4.0	24.0	41.8
Memphis	10.0	3.5-4.2	23.6	41.1
Mobile	14.0	4.0-5.2	25.1	41.4
West South-Central:				
Dallas	11.0	4.4	28.7	40.2
El Paso	11.0	—	25.4	41.4
Houston	12.0	4.3-4.6	22.3	42.0
Little Rock	12.0	3.8-4.5	23.9	40.5
New Orleans	12.0	4.0-4.5	24.6	41.0
Oklahoma City	11.0	4.0	27.1	44.2
Mountain:				
Albuquerque	12.0	4.0-4.1	26.6	41.5
Butte	10.0	3.5-3.7	26.2	39.9
Denver	10.5	3.7-3.8	28.0	42.2
Salt Lake City	11.0	3.8	24.4	42.5
Tucson	12.3	—	22.8	41.9
Pacific:				
Los Angeles	10.0	4.0	27.0	42.3
Portland, Oreg	11.1	4.0	26.6	41.1
San Francisco	13.0	4.0-4.2	30.1	43.4
Seattle	10.0	4.0	25.2	43.4

Average Retail Prices, February 25, 1936 (cents)

Markets	White (lb.)	Rye (lb.)	Whole-wheat (lb.)
United States	8.3	9.1	9.4
New England:			
Boston	8.3	9.2	8.8
Bridgeport	8.6	9.1	9.1
Fall River	7.8	8.4	9.0
Manchester	8.5	8.9	8.6
New Haven	8.6	9.0	9.1
Portland, Maine	8.3	9.5	9.3
Providence	8.2	8.7	9.4
Middle Atlantic:			
Binghamton	8.6	8.0	—
Buffalo	8.0	8.4	9.1
Newark	9.0	9.5	9.7
New York	8.5	9.2	9.6
Philadelphia	8.9	9.9	10.7
Pittsburgh	8.8	10.6	10.6
Rochester	8.0	7.6	8.7
Scranton	9.6	9.7	9.4
East North-Central:			
Chicago	7.1	8.1	9.0
Cincinnati	7.5	9.4	9.5
Cleveland	7.6	8.3	8.5
Columbus	8.2	9.1	9.3
Detroit	7.4	8.0	8.2
Indianapolis	7.3	7.8	9.2
Milwaukee	7.7	7.6	9.8
Peoria	7.9	9.1	9.3
Springfield, Ill	8.9	9.3	9.0
West North-Central:			
Cedar Rapids	8.6	9.3	8.8
Kansas City	8.8	9.4	9.4
Minneapolis	8.3	8.9	9.3
Omaha	8.6	9.3	8.9
St. Louis	8.8	9.2	9.6
St. Paul	8.4	9.0	9.3
Sioux Falls	7.7	7.8	7.8
Wichita	7.6	8.0	9.3
South Atlantic:			
Atlanta	9.0	9.4	8.9
Baltimore	9.0	9.7	9.6
Charleston, S. C	9.3	9.8	10.0
Jacksonville	9.7	10.1	10.0
Norfolk	8.8	9.4	9.2
Richmond	8.7	8.9	9.5
Savannah	9.6	9.8	10.5
Washington, D. C	8.5	9.2	9.3
Winston-Salem	10.9	11.7	11.1
East South-Central:			
Birmingham	9.7	10.0	10.0
Jackson, Miss	9.6	10.0	10.0
Knoxville	9.0	10.1	10.7
Louisville	7.4	8.0	8.5
Memphis	8.7	9.1	9.3
Mobile	9.3	10.0	10.0
West South-Central:			
Dallas	8.8	9.0	8.6
El Paso	8.0	10.0	9.7
Houston	7.4	8.4	8.6
Little Rock	9.7	9.9	9.8
New Orleans	8.2	8.7	9.7
Oklahoma City	8.3	9.5	9.6
Mountain:			
Albuquerque	10.0	11.0	10.0
Butte	9.7	9.7	9.8
Denver	7.9	9.7	8.3
Salt Lake City	7.0	9.4	6.8
Tucson	9.8	11.2	10.0
Pacific:			
Los Angeles	7.6	9.3	8.1
Portland, Oreg	9.1	10.0	9.2
San Francisco	9.3	9.0	8.9
Seattle	9.1	9.9	9.0

Bread

FURTHER DROP in bread prices was reported on February 25. The average price of white bread slipped down from 8.4 cents a pound to 8.3 cents a pound.

TOTAL DROP in the price of white bread since the end of 1935 amounts to 0.3 cent a pound. The wheat processing tax which was removed in early January amounted to about 0.5 cent per pound loaf of bread.

WHOLESALE PRICES of flour declined sharply after the wheat tax was removed and a further reduction in flour prices occurred during the week ending February 25. There have also been further decreases in the costs of some other bread ingredients, particularly in the prices of lard and other shortening. On the whole it appears that retail prices of bread should be somewhat further reduced during the next month or two to bring them in line with the present costs of bread ingredients.

MOST of the decreases in bread prices which were reported from February 11 to February 25 were very moderate. Although 15 of the 60 reporting cities showed decreases in the average price of white bread and only two showed increases, most of the changes amounted to only 0.1 cent or 0.2 cent a pound. The biggest changes reported were a drop of 0.7 cent a pound in prices at Jackson, Miss., and a decrease of 0.4 cent a pound at Oklahoma City.

Cereal Products

ONLY change in retail prices of cereal products from February 11 to February 25 was a drop of 0.1 cent a pound in the price of macaroni. Prices of flour and of wheat cereal remained unchanged.

FURTHER drop in the wholesale price of flour took place during the latter half of February and may result in some decrease in retail flour prices in the near future. The GUIDE indicated in previous issues that after the removal of the wheat processing tax, wholesale and retail prices of flour both dropped almost immediately and the decrease in the retail price was kept closely in line with that in wholesale prices.

PROBABLY no very marked changes can be anticipated in prices of cereal products in the immediate future. After about the first of April prices of these products will tend to increase, depending upon probable supplies of wheat and other grains during the coming year. Such reports as are now available indicate that crop conditions declined more than average in both the hard winter wheat areas of the Southwest and in the soft wheat areas east of the Mississippi. Nevertheless if weather conditions are about average during the growing season we should have a crop materially in excess of domestic requirements. Therefore, unless weather conditions should be unusually bad no rise in prices of wheat or wheat products is to be expected.

IMPORTS of wheat in the United States from July 1935 through January 1936 consisted of 15,700,000 bushels of milling wheat and 7,500,000 bushels of feed wheat. Most of the imports have been hard red spring wheat from Canada. Some durum wheat also has been imported. Imports this year were necessary primarily because supplies of good milling wheat were short, due to black rust. It is expected that further imports of wheat for feeding will decrease since feed supplies of wheat in the United States are ample.

Average Retail Prices, February 25, 1936 (cents)

Markets	Flour (lb.)	Macaroni (lb.)	Wheat cereal (28-oz. pkg.)
United States	4.8	14.9	24.1
New England:			
Boston	4.6	14.3	23.7
Bridgeport	5.6	16.6	25.3
Fall River	5.0	15.3	21.9
Manchester	5.1	17.1	25.9
New Haven	5.3	15.7	24.3
Portland, Maine	4.7	17.5	24.0
Providence	4.9	14.3	22.3
Middle Atlantic:			
Binghamton	4.9	14.7	25.0
Buffalo	4.9	16.5	24.4
Newark	5.0	15.2	23.5
New York	5.3	16.4	23.7
Philadelphia	4.8	15.3	24.9
Pittsburgh	4.4	15.8	23.5
Rochester	5.2	13.8	22.5
Scranton	4.9	15.5	24.3
East North-Central:			
Chicago	4.9	12.9	25.8
Cincinnati	4.5	15.0	22.7
Cleveland	4.8	14.8	23.4
Columbus	4.2	16.7	22.6
Detroit	4.7	14.1	23.6
Indianapolis	4.3	14.8	25.8
Milwaukee	4.6	13.8	24.8
Peoria	5.0	12.5	26.4
Springfield, Ill	5.4	12.0	26.9
West North-Central:			
Cedar Rapids	4.8	14.8	23.6
Kansas City	4.4	15.9	23.4
Minneapolis	4.8	13.9	22.3
Omaha	4.5	18.5	24.6
St. Louis	4.9	16.2	26.2
St. Paul	4.8	13.6	23.6
Sioux Falls	4.3	13.1	26.5
Wichita	4.1	13.5	24.5
South Atlantic:			
Atlanta	5.1	16.5	24.7
Baltimore	4.7	14.7	23.0
Charleston, S. C	5.4	15.1	24.4
Jacksonville	5.5	14.5	25.9
Norfolk	4.9	15.4	25.1
Richmond	4.8	14.4	24.2
Savannah	5.2	15.3	25.1
Washington, D. C	5.2	15.2	23.8
Winston-Salem	3.9	17.7	30.1
East South-Central:			
Birmingham	4.7	12.5	25.2
Jackson, Miss	5.4	18.3	29.3
Knoxville	4.9	12.6	30.0
Louisville	4.3	12.5	25.5
Memphis	5.7	13.9	27.9
Mobile	4.8	16.8	25.5
West South-Central:			
Dallas	4.8	15.8	26.2
El Paso	5.6	17.7	28.8
Houston	4.6	12.2	22.9
Little Rock	4.5	15.8	31.3
New Orleans	5.9	9.7	24.3
Oklahoma City	5.8	14.8	28.7
Mountain:			
Albuquerque	4.5	15.9	23.8
Butte	4.4	16.3	25.6
Denver	3.8	16.2	23.6
Salt Lake City	3.7	17.3	25.6
Tucson	4.5	16.2	26.0
Pacific:			
Los Angeles	4.3	14.3	23.8
Portland, Oreg	4.7	15.5	24.9
San Francisco	4.9	15.5	23.7
Seattle	4.7	17.4	25.9

Average Retail Prices, February 25, 1936 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	33.6	29.8	22.9
New England:			
Boston	39.8	31.9	26.5
Bridgeport	38.8	33.3	26.2
Fall River	40.9	29.9	25.2
Manchester	40.4	28.6	23.2
New Haven	40.7	33.5	26.5
Portland, Maine	38.3	30.0	21.3
Providence	39.9	33.5	26.7
Middle Atlantic:			
Binghamton	29.6	27.9	22.5
Buffalo	29.0	27.6	22.1
Newark	38.9	31.0	21.3
New York	37.3	33.2	23.4
Philadelphia	36.1	33.9	24.3
Pittsburgh	31.6	29.3	22.0
Rochester	30.3	27.1	21.7
Scranton	34.3	30.3	25.2
East North-Central:			
Chicago	32.8	30.9	24.8
Cincinnati	35.3	30.5	23.2
Cleveland	28.7	29.0	22.4
Columbus	34.4	29.8	23.2
Detroit	33.1	27.9	24.2
Indianapolis	32.3	26.2	22.3
Milwaukee	31.2	27.4	23.3
Peoria	30.3	24.2	20.5
Springfield, Ill	31.3	23.3	20.5
West North-Central:			
Cedar Rapids	25.7	18.9	17.5
Kansas City	29.9	27.5	20.2
Minneapolis	30.1	27.4	22.6
Omaha	28.3	23.1	19.5
St. Louis	32.4	26.4	20.2
St. Paul	28.3	26.4	21.6
Sioux Falls	28.2	21.0	19.3
Wichita	30.3	21.1	17.0
South Atlantic:			
Atlanta	35.2	29.8	23.2
Baltimore	31.1	27.6	21.2
Charleston, S. C	29.6	27.4	19.7
Jacksonville	31.6	27.3	21.4
Norfolk	31.5	28.5	21.0
Richmond	32.5	28.7	20.8
Savannah	28.2	25.4	17.3
Washington, D. C	33.8	29.3	20.9
Winston-Salem	31.5	26.2	21.9
East South-Central:			
Birmingham	35.1	27.3	20.9
Jackson, Miss	31.1	23.3	17.9
Knoxville	30.5	23.9	20.9
Louisville	31.5	25.1	20.6
Memphis	33.7	24.2	1.0
Mobile	29.9	21.5	16.1
West South-Central:			
Dallas	33.8	29.0	19.7
El Paso	29.2	23.1	17.3
Houston	31.7	26.3	18.0
Little Rock	31.4	26.9	19.3
New Orleans	30.8	29.4	20.5
Oklahoma City	32.3	20.7	16.7
Mountain:			
Albuquerque	33.1	24.4	21.5
Butte	25.5	21.7	18.3
Denver	30.0	24.4	19.9
Salt Lake City	28.4	23.9	20.0
Tucson	35.5	34.4	22.8
Pacific:			
Los Angeles	31.8	26.4	19.8
Portland, Oreg	25.2	21.1	17.2
San Francisco	31.3	26.9	18.5
Seattle	29.0	25.5	19.2

Beef

SLIGHT CHANGES only in beef prices were reported from February 11 to February 25. The price of round steak went up 0.2 cent a pound while the price of rib roast and chuck roast each dropped 0.1 cent a pound.

FURTHER DROP in prices of dressed beef occurred in the wholesale markets during the latter half of February and early March. The decrease from February 15 to March 7 amounted to about 1.5 cents a pound.

NO spectacular drop of beef prices however can be expected at this time. In early March the price of beef steers recovered somewhat from its January and February level, so that any drops in retail prices of beef cuts during the next few weeks are likely to be rather moderate.

INSPECTED slaughter of cattle in February of this year was 15 percent larger than in February 1935, 19 percent above the 5-year February average and the second largest average slaughter on record. Slaughter of calves was also heavy. On the other hand the number of good and choice steers was smaller than a year ago, the smallest for the month since 1924.

FARMERS received an average price of $6.19 for beef cattle on February 15, compared with $5.95 a hundred pounds a year earlier.

Pork Products

FRESH PORK continued to climb in price from February 11 to February 25, but prices of other hog products continued to drop. Pork chops went up 1.1 cents a pound, while prices of lard and of whole smoked ham each dropped 0.3 cent a pound.

WHOLESALE prices of pork loins increased rather sharply during the first half of February and at about the middle of February were quoted higher than in early January before the hog processing tax was removed. After February 15 a decline occurred continuing through the latter half of February and the first week of March. The drop in wholesale prices of pork loins in this period of 4 weeks amounted to about 3.5 cents a pound.

NO marked change in prices of ham and bacon are anticipated in the immediate future. Wholesale prices of these products did not change much in February and early March. Lard prices at wholesale continued to drop throughout the latter half of February and early March. The drop in the 4 weeks ending March 7 amounted to about three-fourths cent a pound.

PRICES of hogs dropped about 70 cents a hundred pounds from the middle to the end of February.

HIGH PRICE of hogs during the last few months together with the fairly low prices of corn should bring about a sharp increase in hog production and increase supplies of pork next fall. If the relation of these prices continues favorable during the spring and summer months a further substantial increase in hog supplies is likely to occur in the spring of 1937.

Average Retail Prices, February 25, 1936 (cents)

Markets	Chops (lb.)	Lard (lb.)	Whole smoked ham (lb.)
United States	33.1	16.5	31.2
New England:			
Boston	33.5	16.2	32.3
Bridgeport	35.4	16.4	30.9
Fall River	32.1	15.2	34.2
Manchester	33.0	15.7	33.5
New Haven	36.0	16.7	32.6
Portland, Maine	32.6	14.9	31.0
Providence	34.4	15.1	31.1
Middle Atlantic:			
Binghamton	32.6	14.3	29.3
Buffalo	35.0	15.0	30.2
Newark	34.2	16.0	31.0
New York	34.4	18.1	31.6
Philadelphia	33.7	16.1	31.3
Pittsburgh	33.0	16.2	31.0
Rochester	33.6	15.6	30.3
Scranton	31.3	17.2	29.5
East North-Central:			
Chicago	33.9	16.6	31.2
Cincinnati	35.1	16.9	29.7
Cleveland	32.3	18.6	31.7
Columbus	31.4	16.8	30.0
Detroit	38.7	15.8	32.7
Indianapolis	29.9	15.3	29.1
Milwaukee	32.4	15.6	30.6
Peoria	32.0	17.8	31.2
Springfield, Ill	31.5	16.3	31.2
West North-Central:			
Cedar Rapids	26.6	15.6	29.0
Kansas City	30.1	16.1	32.0
Minneapolis	32.1	15.6	30.4
Omaha	29.6	16.5	29.9
St. Louis	32.3	17.0	29.0
St. Paul	30.5	15.6	29.7
Sioux Falls	29.7	17.7	31.2
Wichita	28.8	15.4	29.6
South Atlantic:			
Atlanta	32.0	15.3	29.5
Baltimore	31.9	15.5	31.4
Charleston, S. C	29.5	20.4	31.2
Jacksonville	28.9	19.2	30.4
Norfolk	29.0	15.2	31.5
Richmond	31.7	15.1	31.7
Savannah	26.8	19.6	29.7
Washington, D. C	34.5	14.1	30.1
Winston-Salem	30.6	18.7	32.1
East South-Central:			
Birmingham	28.1	14.9	29.2
Jackson, Miss	29.2	18.1	32.0
Knoxville	29.8	19.2	31.8
Louisville	29.4	15.6	26.9
Memphis	30.3	15.5	28.9
Mobile	27.5	17.3	31.4
West South-Central:			
Dallas	30.7	20.5	31.2
El Paso	28.9	16.2	32.5
Houston	28.7	16.4	28.7
Little Rock	29.8	16.6	31.0
New Orleans	30.6	15.5	30.7
Oklahoma City	29.3	15.6	29.8
Mountain:			
Albuquerque	32.4	20.1	32.4
Butte	30.8	19.2	30.5
Denver	30.2	17.7	32.3
Salt Lake City	31.6	19.3	33.3
Tucson	33.5	19.5	32.5
Pacific:			
Los Angeles	36.6	16.0	31.4
Portland, Oreg	30.8	18.2	32.5
San Francisco	35.3	17.4	33.9
Seattle	34.0	18.3	34.3

Average Retail Prices, February 25, 1936 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States	27.7	13.3	22.0
New England:			
Boston	26.0	14.8	18.4
Bridgeport	27.6	11.8	21.5
Fall River	27.2	9.5	20.5
Manchester	27.4	15.1	22.1
New Haven	27.5	12.6	22.3
Portland, Maine	27.4	15.4	21.0
Providence	27.0	11.1	20.8
Middle Atlantic:			
Binghamton	28.4	14.4	24.3
Buffalo	26.8	14.4	24.7
Newark	26.8	14.6	22.9
New York	27.3	13.3	20.3
Philadelphia	28.8	9.9	20.1
Pittsburgh	29.3	14.8	22.7
Rochester	26.9	14.3	23.0
Scranton	30.5	15.4	25.1
East North-Central:			
Chicago	29.9	13.2	25.4
Cincinnati	31.1	17.1	25.0
Cleveland	28.7	15.4	27.2
Columbus	31.3	17.2	27.0
Detroit	30.1	17.3	27.9
Indianapolis	31.4	15.0	24.2
Milwaukee	30.3	13.6	25.3
Peoria	29.8	14.6	23.9
Springfield, Ill	29.1	13.8	22.4
West North-Central:			
Cedar Rapids	27.9	12.7	22.2
Kansas City	27.0	17.1	22.8
Minneapolis	27.1	11.7	23.2
Omaha	25.7	10.2	19.7
St. Louis	27.9	17.7	23.7
St. Paul	26.5	11.7	22.9
Sioux Falls	31.0	11.2	22.3
Wichita	27.9	12.5	19.4
South Atlantic:			
Atlanta	26.7	15.7	20.1
Baltimore	28.0	15.3	23.1
Charleston, S. C	29.1	15.0	21.3
Jacksonville	27.7	14.0	20.9
Norfolk	27.1	12.3	18.5
Richmond	29.4	15.6	24.2
Savannah	27.4	13.4	21.0
Washington, D. C	28.0	12.4	20.9
Winston-Salem	32.9	15.0	23.7
East South-Central:			
Birmingham	28.5	15.1	20.0
Jackson, Miss	27.4	14.6	16.2
Knoxville	29.2	15.0	23.0
Louisville	31.2	18.3	24.5
Memphis	27.6	17.4	20.9
Mobile	30.4	13.4	20.0
West South-Central:			
Dallas	28.4	12.9	18.6
El Paso	28.2	13.7	20.9
Houston	29.2	14.5	18.3
Little Rock	27.3	13.9	19.9
New Orleans	29.0	16.3	19.1
Oklahoma City	29.5	15.0	23.3
Mountain:			
Albuquerque	29.8	15.4	25.2
Butte	27.9	13.3	22.7
Denver	24.9	13.5	20.9
Salt Lake City	28.9	12.5	22.6
Tucson	31.2	16.4	26.8
Pacific:			
Los Angeles	27.1	11.8	21.8
Portland, Oreg	26.3	13.1	20.7
San Francisco	29.9	12.5	20.4
Seattle	27.8	14.1	22.9

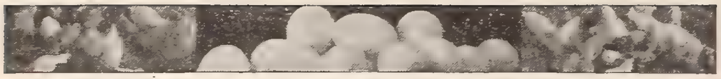
Lamb

PRICES of leg of lamb dropped 0.7 cent a pound from February 11 to February 25, square chuck 0.2 cent a pound, while breast of lamb went up 0.1 cent a pound.

IN WHOLESALE markets the price of slaughter lambs went up in early February but declined rather steadily during the rest of the month. Supplies of lambs in February continued fairly large. Receipts at seven leading markets were 2 percent larger than in February 1935 and inspected slaughter was 15 percent greater. Inspected slaughter is a much better indication of meat supplies than receipts of meat animals.

INDICATIONS are that there will be a fairly good movement of new crop lambs from California and Arizona this year. Feed conditions in these States have been quite favorable and the early lamb crop in each is considerably larger than it was last year. The early lamb crop in Texas is also larger than last year. The generally good feed situation in the principal sheep area of this State would promise a much heavier marketing of early lambs and of grass fed yearlings during April, May, and June than during the same period in the preceding 2 years. On the other hand the early lamb crop in the Pacific Northwest and in the Southeastern States was reduced by the very unfavorable weather in January and February. Early lambs in those States have made rather poor growth to date.

ON February 15 farmers reported receiving an average price of $8.31 a hundred pounds for lambs. A year earlier on February 15, 1935, the average price was $6.65. A farmer who sold a carload of lambs on February 15 this year could buy with the proceeds 12 percent more goods than he could buy with the proceeds received for a carload of lambs sold in the period from 1910-14.



Poultry and Eggs

BOTH poultry and eggs went up in price from February 11 to February 25. Hens increased 0.2 cent a pound and egg prices 3.8 cents a dozen.

THIS is an unusual change to occur in the price of eggs at this time of the year. Until the middle of February the seasonal drop in egg prices had been fairly regular and normal. The sharp rise reported in this issue was due almost entirely to the abnormally severe winter weather which reduced the production of eggs on the farms and also made shipping conditions very difficult. These two factors combined led to a temporary curtailment of egg supplies in the cities and egg prices immediately responded by going up sharply.

IN NEW YORK CITY the wholesale price of "extras" rose more than 10 cents a dozen during the period from January 18 to February 22. Average price for the week ending February 22 was actually higher than the average during the peak week of November 9, 1935.

WHEN WEATHER became more moderate, egg supplies began to increase and prices in New York City dropped approximately 9 cents a dozen during the 2 weeks from February 22 to March 7.

RETAIL PRICES of eggs also dropped sharply after the February 25 figures were collected, as indicated by weekly retail quotations for the New York market. A further seasonal decline can be expected for a number of weeks.

MARKET RECEIPTS of eggs in February were the lowest for the month in recent years. It is expected, however, that receipts will pick up rapidly during the next few weeks and are likely to exceed those of 1935 in the spring and early summer.

Average Retail Prices, February 25, 1936 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States	32.7	40.6
New England:		
Boston	32.6	48.3
Bridgeport	33.8	46.3
Fall River	30.2	47.1
Manchester	34.3	46.3
New Haven	33.8	44.9
Portland, Maine	33.1	45.7
Providence	31.1	48.4
Middle Atlantic:		
Binghamton	30.0	40.8
Buffalo	32.7	40.5
Newark	32.3	47.2
New York	33.2	47.0
Philadelphia	33.3	44.7
Pittsburgh	31.6	39.6
Rochester	31.6	40.3
Scranton	34.5	41.5
East North-Central:		
Chicago	34.3	38.4
Cincinnati	36.0	35.7
Cleveland	36.2	41.4
Columbus	31.2	35.0
Detroit	35.7	40.2
Indianapolis	31.5	36.5
Milwaukee	31.9	36.1
Peoria	31.8	38.5
Springfield, Ill	29.9	36.7
West North-Central:		
Cedar Rapids	26.6	26.3
Kansas City	29.5	34.1
Minneapolis	32.7	33.5
Omaha	28.5	31.7
St. Louis	32.0	35.9
St. Paul	31.2	34.0
Sioux Falls	28.9	27.2
Wichita	28.2	26.5
South Atlantic:		
Atlanta	27.1	39.0
Baltimore	33.6	41.0
Charleston, S. C	28.3	33.9
Jacksonville	30.4	37.0
Norfolk	30.4	42.3
Richmond	31.8	40.3
Savannah	25.1	34.8
Washington, D. C	36.1	44.1
Winston-Salem	28.2	38.8
East South-Central:		
Birmingham	24.4	34.4
Jackson, Miss	24.4	30.6
Knoxville	26.3	36.9
Louisville	29.4	33.7
Memphis	25.8	30.1
Mobile	24.1	28.0
West South-Central:		
Dallas	27.9	30.4
El Paso	30.0	34.8
Houston	31.7	30.2
Little Rock	25.6	34.3
New Orleans	30.5	31.4
Oklahoma City	23.7	35.0
Mountain:		
Albuquerque	23.8	36.4
Butte	27.7	36.6
Denver	29.8	36.1
Salt Lake City	31.4	35.9
Tucson	33.6	34.6
Pacific:		
Los Angeles	36.8	26.1
Portland, Oreg	27.7	28.7
San Francisco	35.5	27.2
Seattle	30.1	32.5

Average Retail Prices, February 25, 1936 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States	2.4	4.3	4.2
New England:			
Boston	2.4	4.2	4.8
Bridgeport	2.2	4.8	4.4
Fall River	2.2	4.3	4.5
Manchester	2.2	4.9	4.1
New Haven	2.3	4.7	4.3
Portland, Maine	2.1	4.7	3.4
Providence	2.2	4.0	3.9
Middle Atlantic:			
Binghamton	1.8	3.6	3.1
Buffalo	1.9	4.2	3.5
Newark	2.6	4.4	4.3
New York	2.6	4.9	5.2
Philadelphia	2.3	4.1	4.1
Pittsburgh	2.3	4.1	3.8
Rochester	1.7	3.8	3.3
Scranton	2.2	4.1	4.4
East North-Central:			
Chicago	2.5	4.1	4.4
Cincinnati	2.4	5.2	3.8
Cleveland	2.4	4.2	4.2
Columbus	1.8	4.2	4.2
Detroit	2.0	3.6	3.6
Indianapolis	2.3	4.2	3.1
Milwaukee	2.1	3.9	4.1
Peoria	2.3	4.9	4.7
Springfield, Ill	2.1	4.5	4.6
West North-Central:			
Cedar Rapids	2.2	4.4	4.8
Kansas City	2.1	5.5	3.5
Minneapolis	2.3	4.3	4.8
Omaha	2.1	4.8	4.6
St. Louis	2.6	4.3	4.0
St. Paul	2.0	4.4	4.6
Sioux Falls	2.1	4.7	4.4
Wichita	1.9	4.6	3.8
South Atlantic:			
Atlanta	2.6	4.5	3.2
Baltimore	2.4	4.5	5.1
Charleston, S. C	2.6	5.1	3.6
Jacksonville	2.2	4.3	2.8
Norfolk	2.7	4.8	4.8
Richmond	2.7	4.7	4.3
Savannah	2.3	4.4	3.4
Washington, D. C	2.5	4.7	4.9
Winston-Salem	2.8	5.6	4.0
East South-Central:			
Birmingham	2.6	5.0	3.2
Jackson, Miss	2.9	4.7	3.3
Knoxville	2.5	5.2	3.7
Louisville	2.6	4.1	3.8
Memphis	2.3	4.1	2.5
Mobile	2.3	4.1	3.4
West South-Central:			
Dallas	3.3	5.5	3.5
El Paso	2.5	4.2	3.3
Houston	3.1	4.2	2.1
Little Rock	2.3	4.1	3.0
New Orleans	2.6	4.3	3.5
Oklahoma City	2.6	5.1	3.2
Mountain:			
Albuquerque	1.8	5.0	3.8
Butte	2.0	4.3	6.3
Denver	2.0	3.9	4.0
Salt Lake City	1.8	3.3	4.3
Tucson	2.5	4.6	3.0
Pacific:			
Los Angeles	2.7	4.0	2.7
Portland, Oreg	2.5	3.1	5.2
San Francisco	2.6	3.9	6.6
Seattle	2.7	3.5	5.5

Vegetables
(fresh)

DURING the 2 weeks ended February 25 there was an increase of 0.1 cent a pound in potato prices and 0.2 cent a pound in cabbage prices. Onion prices remained unchanged.

INCREASES in both potatoes and cabbage were of a seasonal nature. In fact it is not at all sure that they represent real increases in prices. At this time of the year new potatoes and new cabbage are on the market. The retail prices of each as quoted here average in old and new types. Such averages are not strictly comparable with the prices reported in previous weeks which apply to old types only.

A TEMPORARY bulge in wholesale potato prices occurred during the cold spell in February, but since the weather has moderated prices have come down again. By the end of February average prices were just about equal to the January average. No marked change in prices of old potatoes is anticipated during the remainder of the marketing year. Some advance is possible during the end of the season since the holdings of old stock in the Northern States is relatively light and also because the delay in planting of North and South Carolina potatoes may result in decreased yields.

CONDITION of the early potato crop in Florida declined considerably during February but the March 1 reported condition is about the same as last year. Conditions in the lower valley of Texas are far more favorable than they were a year ago.

TOTAL production of cabbage in the four early producing States is now forecast at about 296,000 tons compared with 126,000 tons last year and a 5-year average of 209,000 tons. This indicates a very plentiful supply of early cabbage and cabbage prices should be low during the next few months.

Vegetables (fresh)

NO CHANGE in lettuce prices was reported from February 11 to February 25 but prices of spinach dropped 0.4 cent a pound and carrot prices fell off 0.2 cent a bunch.

SHIPMENT of lettuce from the Imperial Valley of California has about been completed. Wet weather in February retarded the growth of spring lettuce in California but the weather in early March was fairly favorable. Indications are for an increased acreage of spring lettuce.

PRESENT indications are that the crop of spinach in the early producing States will be about 60 percent larger than last year's crop. This is in spite of the fact that the prospect for the crop in Texas was reduced by weather conditions and disease in January and early February. About 95 percent of the early spinach acreage is in Texas. The other early States are California, Louisiana, and South Carolina.

WEATHER in the Southeastern States during the last week of February and the first week of March was warm and fair. Before that time conditions were unfavorable for the planting of spring crops, and as a result there has been some delay in planting throughout most of the southeast. This will tend to make shipments from that section somewhat later than normal. However, for the season as a whole it is expected that the supplies of early and second early fresh vegetables will be ample.

FEBRUARY was rainy in California and the planting was delayed because of the wet fields. Heavy rainfall also caused some damage to spinach, peas, onions, and lettuce in some parts of California. Harvesting of asparagus in California was delayed on account of the rains, but some California asparagus is now coming to the market and can be found in most of the larger eastern cities.

Average Retail Prices, February 25, 1936 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States	7.6	7.8	5.9
New England:			
Boston	8.3	7.4	6.0
Bridgeport	9.0	8.0	7.2
Fall River	8.2	7.8	6.1
Manchester	9.7	7.7	7.2
New Haven	8.6	8.3	6.6
Portland, Maine	9.7	7.1	6.6
Providence	8.7	7.0	6.9
Middle Atlantic:			
Binghamton	7.4	7.2	7.6
Buffalo	8.1	7.2	6.7
Newark	9.5	9.2	7.0
New York	10.0	8.7	7.0
Philadelphia	8.4	9.2	7.1
Pittsburgh	8.7	7.5	5.2
Rochester	8.8	7.9	6.2
Scranton	8.7	8.8	5.5
East North-Central:			
Chicago	7.7	9.2	6.1
Cincinnati	7.5	7.5	5.4
Cleveland	7.4	8.0	6.5
Columbus	9.8	9.3	5.2
Detroit	7.3	7.9	5.8
Indianapolis	8.6	7.5	5.8
Milwaukee	7.2	8.7	5.7
Peoria	6.8	8.2	6.5
Springfield, Ill	7.2	9.2	7.0
West North-Central:			
Cedar Rapids	7.0	10.3	5.9
Kansas City	7.1	8.2	5.8
Minneapolis	8.7	9.3	6.3
Omaha	7.5	8.2	5.9
St. Louis	8.4	6.5	5.6
St. Paul	9.1	9.3	6.5
Sioux Falls	7.6	9.0	6.9
Wichita	7.3	9.2	5.3
South Atlantic:			
Atlanta	7.6	8.0	6.4
Baltimore	9.3	10.1	7.4
Charleston, S. C	9.7	10.2	7.5
Jacksonville	8.0	9.3	6.5
Norfolk	9.2	9.3	7.1
Richmond	8.2	9.2	7.7
Savannah	8.5	8.6	8.4
Washington, D. C	8.4	8.8	7.1
Winston-Salem	11.1	12.9	9.4
East South-Central:			
Birmingham	9.1	7.6	6.7
Jackson, Miss	5.0	9.1	5.2
Knoxville	6.2	12.1	7.7
Louisville	7.3	8.0	6.0
Memphis	5.5	5.3	5.1
Mobile	8.0	7.9	5.2
West South-Central:			
Dallas	6.2	8.5	5.0
El Paso	5.1	5.0	3.2
Houston	5.2	7.3	4.9
Little Rock	5.6	7.9	5.5
New Orleans	8.5	7.5	4.0
Oklahoma City	6.8	8.3	5.2
Mountain:			
Albuquerque	6.2	6.6	4.7
Butte	10.0	11.0	6.7
Denver	7.8	6.4	5.6
Salt Lake City	8.4	7.6	4.5
Tucson	4.6	4.5	2.8
Pacific:			
Los Angeles	4.8	2.9	3.0
Portland, Oreg	6.3	10.5	5.4
San Francisco	4.6	5.1	2.5
Seattle	6.9	9.7	5.0

Average Retail Prices, February 25, 1936 (cents)

Markets	Apples (lb.)	Bananas (doz. lb.*)	Oranges (doz.)
United States	5.4	*6.2	30.7
New England:			
Boston	5.5	*5.7	32.3
Bridgeport	5.1	*6.1	33.8
Fall River	5.5	*6.7	35.9
Manchester	4.6	*6.2	33.5
New Haven	4.9	22.1	33.2
Portland, Maine	4.7	*7.3	33.5
Providence	5.4	*6.0	35.2
Middle Atlantic:			
Binghamton	4.7	18.9	37.3
Buffalo	4.3	23.8	30.6
Newark	6.0	21.0	35.0
New York	6.3	21.7	36.4
Philadelphia	4.7	19.6	33.7
Pittsburgh	4.5	25.2	33.9
Rochester	4.4	21.7	32.7
Scranton	4.3	19.6	33.7
East North-Central:			
Chicago	6.1	*6.8	34.0
Cincinnati	5.5	*5.9	30.8
Cleveland	5.4	*6.1	33.1
Columbus	4.7	*6.1	35.2
Detroit	5.3	*5.6	35.1
Indianapolis	4.9	*6.7	31.7
Milwaukee	6.0	*6.1	29.7
Peoria	6.2	*6.4	34.0
Springfield, Ill	4.8	*6.4	37.2
West North-Central:			
Cedar Rapids	4.8	*7.4	31.9
Kansas City	5.4	*6.9	34.5
Minneapolis	6.6	*7.4	32.9
Omaha	6.1	*8.1	30.6
St. Louis	5.8	*6.1	31.6
St. Paul	6.5	*7.9	33.5
Sioux Falls	5.0	*7.9	31.0
Wichita	6.3	*7.8	33.6
South Atlantic:			
Atlanta	5.7	20.0	24.5
Baltimore	5.4	20.0	30.8
Charleston, S. C	6.6	20.0	24.2
Jacksonville	5.2	16.1	22.6
Norfolk	5.3	23.8	31.0
Richmond	5.5	23.8	29.9
Savannah	4.8	20.0	22.7
Washington, D. C	5.2	21.4	33.6
Winston-Salem	5.0	*6.1	27.0
East South-Central:			
Birmingham	4.6	*5.8	23.7
Jackson, Miss	7.2	*5.0	29.7
Knoxville	4.5	*5.6	26.0
Louisville	5.7	*6.0	28.7
Memphis	4.7	*5.0	26.7
Mobile	5.5	16.5	27.8
West South-Central:			
Dallas	6.3	*5.8	35.3
El Paso	5.9	*5.7	24.4
Houston	—	16.5	30.0
Little Rock	5.4	*5.4	27.7
New Orleans	—	*4.2	29.0
Oklahoma City	4.9	*7.0	36.0
Mountain:			
Albuquerque	6.6	*7.4	29.1
Butte	5.9	*9.4	31.0
Denver	5.5	*7.9	29.6
Salt Lake City	5.3	*8.1	24.1
Tucson	6.0	*5.4	15.0
Pacific:			
Los Angeles	6.5	*6.7	13.9
Portland, Oreg	4.2	*7.3	31.3
San Francisco	4.6	22.8	24.8
Seattle	4.1	*6.9	26.2

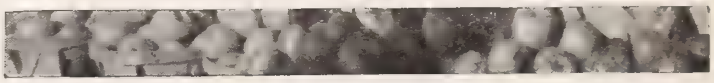
Fruit

PRICES of apples and oranges both increased slightly during the 2 weeks ending February 25. Apples stepped up 0.1 cent a pound and oranges up 1.7 cents a dozen. These price increases are a normal seasonal appearance for this time of the year and it is not unlikely that the price of these fruits may go slightly higher during the spring months.

STORAGE STOCKS of apples on March 1 amounted to about 18 million bushels compared with an average of about 14 million bushels on March 1 during the past 5 years. Supplies are heaviest in the eastern part of the country and for that reason a larger proportion of the supply than usual is represented by basket and barrel apples and a smaller proportion by box apples.

CARLOT shipments of apples this year have not been very different from a year ago but the shipments by truck have doubtless been much heavier this year than last. This is on account of the fact that there is a bigger crop this year near the centers of population where the crop usually moves by motor truck.

SHIPMENTS of oranges from Florida were reduced somewhat by the cold weather in February but started to catch up in early March and during the first week in this month were running substantially ahead of the previous year. Supplies of oranges now on the market are mainly Florida valencias and California navels. The navels will be gone before many more weeks. The California valencia crop, which will come on the market next summer, will probably be much lighter than last year. The crop of grapefruit and lemons this year is also much smaller than last year.



Average Retail Prices, February 25, 1936

Markets	Corn #2 can	Peas #2 can	Tomatoes #2 can (#2½*)	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can
United States	11.4	16.0	9.3	18.0	22.3	22.4
New England:						
Boston	12.9	16.4	11.4	18.1	22.8	22.0
Bridgeport	13.2	19.1	11.3	19.6	24.9	22.5
Fall River	10.5	17.6	9.4	17.7	21.7	22.4
Manchester	12.3	16.9	9.9	20.1	23.2	23.8
New Haven	13.4	16.9	11.2	19.6	24.2	23.2
Portland, Maine	12.3	16.1	10.3	20.1	24.6	23.6
Providence	10.7	17.9	9.2	17.6	20.1	22.1
Middle Atlantic:						
Binghamton	11.8	17.3	7.9	15.9	20.9	20.8
Buffalo	11.5	15.8	9.7	19.1	22.9	22.7
Newark	11.4	15.4	9.0	16.6	20.5	20.9
New York	11.8	15.6	9.3	16.9	20.6	20.9
Philadelphia	10.8	14.4	9.1	16.6	19.7	20.8
Pittsburgh	10.8	15.8	9.7	17.8	22.4	22.5
Rochester	12.4	16.6	10.3	19.9	23.7	22.6
Scranton	12.2	15.1	9.2	18.5	21.0	22.6
East North-Central:						
Chicago	11.0	15.2	10.1	20.7	24.2	24.6
Cincinnati	12.2	15.8	10.9	17.9	23.9	23.3
Cleveland	11.8	17.2	9.6	20.8	23.4	24.0
Columbus	11.4	17.1	10.0	20.2	25.8	24.8
Detroit	10.5	18.0	8.7	17.8	22.8	23.3
Indianapolis	10.3	15.7	8.9	18.4	25.7	23.0
Milwaukee	11.8	16.5	11.2	19.7	23.2	23.9
Peoria	12.9	16.7	10.7	22.1	24.9	24.5
Springfield, Ill	12.1	17.9	10.4	21.4	26.4	24.8
West North-Central:						
Cedar Rapids	10.5	17.0	10.6	22.4	23.9	24.0
Kansas City	9.6	14.3	8.5	18.1	23.1	22.4
Minneapolis	10.7	15.7	10.4	20.4	23.6	24.7
Omaha	11.1	15.7	10.2	19.4	22.9	23.4
St. Louis	11.0	17.1	9.1	18.2	23.9	23.1
St. Paul	11.6	15.1	10.1	20.3	22.2	23.7
Sioux Falls	12.1	17.7	11.5	22.6	24.8	25.3
Wichita	10.0	17.8	8.8	17.9	21.4	21.6
South Atlantic:						
Atlanta	11.2	16.8	8.6	18.8	23.3	24.3
Baltimore	12.7	15.5	8.7	16.5	21.0	20.1
Charleston, S. C	10.2	16.9	8.5	17.5	21.3	22.2
Jacksonville	11.4	16.0	8.0	18.4	22.9	22.8
Norfolk	10.9	14.4	7.9	20.5	24.0	24.0
Richmond	11.6	17.5	6.9	18.6	23.4	23.4
Savannah	11.2	17.9	8.3	18.5	23.7	22.7
Washington, D. C	10.7	15.3	7.7	16.0	22.2	21.2
Winston-Salem	11.8	21.3	8.8	22.3	25.4	26.4
East South-Central:						
Birmingham	10.5	15.3	8.0	18.0	20.3	23.1
Jackson, Miss	14.1	15.9	9.9	22.4	23.8	24.7
Knoxville	12.4	16.7	8.6	20.1	23.2	23.1
Louisville	10.7	15.5	9.4	19.0	24.8	22.4
Memphis	10.7	16.3	8.7	17.7	22.0	21.6
Mobile	11.6	17.7	8.0	15.8	20.3	19.1
West South-Central:						
Dallas	12.3	19.6	9.1	19.4	26.0	24.8
El Paso	13.2	19.9	9.2	18.9	23.6	23.0
Houston	10.6	16.2	7.2	15.7	20.3	20.6
Little Rock	11.1	16.0	8.6	20.2	23.9	25.0
New Orleans	11.6	18.8	8.9	17.9	23.9	22.4
Oklahoma City	9.7	21.6	9.5	20.0	24.6	24.0
Mountain:						
Albuquerque	11.7	17.3	10.2	19.9	24.4	24.2
Butte	12.2	15.3	10.4	19.5	22.3	24.5
Denver	10.9	16.3	9.8	18.6	22.4	23.3
Salt Lake City	10.8	16.8	7.8	19.2	24.3	23.9
Tucson	10.7	15.8	7.8	16.3	19.6	19.7
Pacific:						
Los Angeles	12.0	15.4	*11.5	14.7	19.0	18.9
Portland, Oreg	12.2	17.6	*12.0	18.0	20.6	21.6
San Francisco	12.5	15.4	*12.5	14.6	19.2	19.6
Seattle	13.6	17.5	*13.0	18.8	20.7	21.5

CONSERVATION

[Concluded from page 10]

INCREASING purchasing power, then, gives everyone a better break. What farmers will look for from the new farm program will be an increased purchasing power in relation to the purchasing power of nonfarm people. That brings into account city workers' cost of living. If a farmer's purchasing power is to be matched against the city worker's, then the city worker's costs must be weighed in just as well as farmer's costs.

CONSUMER-FARMER BRIEFS FROM WASHINGTON

[Concluded from page 17]

shipments. Only in emergency situations were shipping 'holidays', lasting up to 48 hours, used to keep supplies from glutting the markets and causing price collapse and waste. Present prospects are for a new agreement based on the same principle. This agreement, with certain revisions based on practice, received tentative approval signature by Secretary Wallace and has now gone back to the producers in Florida, Georgia, North Carolina, and South Carolina, where it applies and where the vote of two-thirds of the producers in the area is necessary for final approval and the administrative order putting it into operation.

AAA

COTTON in the roads you ride on is the newest market prospect for cotton growers of the South. Under the appropriation allowing 30 percent of the customs receipts to be used in various ways to help agriculture, the Secretary of Agriculture has allocated over a million dollars to tests of cotton fabric to determine its usefulness as a reenforcement membrane in bituminous surface-treated highways and for cotton mats for use in curing concrete highways.

EXPERIMENTS in Texas and South Carolina have shown the way, but testing on a large scale is the only sure proof of practicability. This appropriation will make it possible to have at least three projects in each State. About 80,000 cotton mats will be available to State highway departments for demonstrations. Up to 1,000 miles of highway may be built under the terms of the fund's allocation. To make a sure test, it will be required that each of the three fabrics now considered most suitable for the purposes shall be used in each highway, and that one section be made without the fabric in order to show the difference in duration and cost of maintenance.

AAA

GRADING is paying the potato grower, according to a report by the Pennsylvania Bureau of Markets. Farmers noticed that graded potatoes, shipped in from other States, often got the best returns on the market, so they set up their own cooperative grading and marketing organizations in some of the big potato counties, and the movement seems to be spreading. To cover the cost of the service, growers pool their crops. Grading demonstrations held by extension specialists of Pennsylvania State College help growers to bring their potatoes up to grade requirements. Inspectors of the Bureau of Markets at various shipping points say that growers have been able to raise their take by 10 to 30 cents on a hundredweight when they use the graded method of selling.

YOUR FOOD BILL

[Concluded from page 19]

This has not happened for two reasons: One, packers had cut their margin to an unusually low level before the removal of the tax in possible anticipation of receiving back the money deposited with the Courts. Second reason is that the removal of the hog tax came at a time when live hog prices usually decline seasonally; instead of doing so in January and February this year, these prices advanced. The fact that they did not advance more was partially due to larger marketings of hogs in January.

PROCESSING TAX on wheat was 30 cents a bushel. When this tax was in effect it was passed on to consumers in higher flour and bread prices. The amount added to the price of a pound of flour was about 0.7 cent, and of white bread about 0.5 cent. From December to the end of February, the retail price of flour dropped 0.6 cent, bread 0.3 cent. The full amount of the tax money may not be coming back to consumers in lower bread prices because some bakers are probably still using flour purchased while the tax was still in effect.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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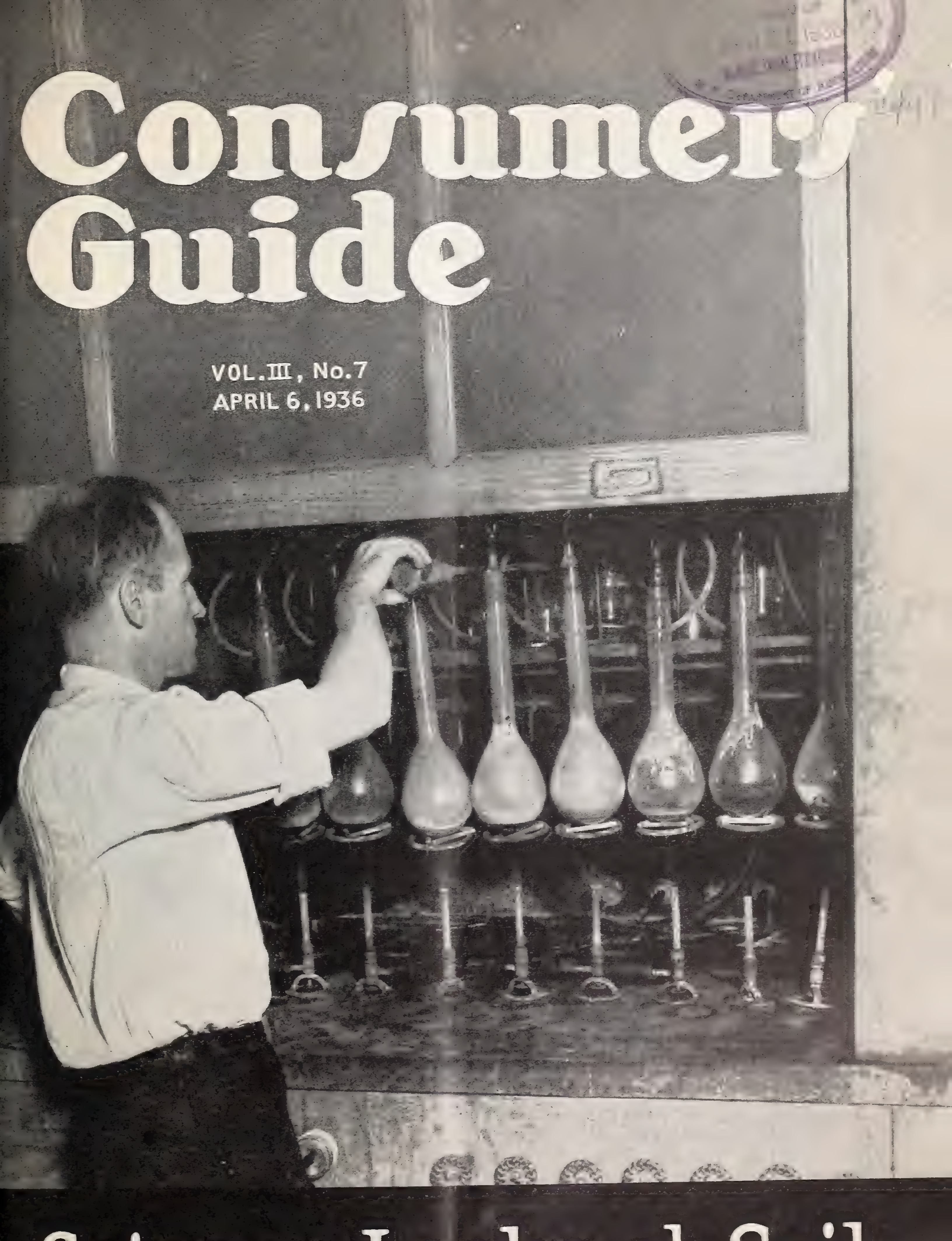

Science Looks at Soil

Consumers' Queries and Comments

> "So far as floods are concerned, we can confidently predict that after several years of the new farm program, a higher percentage of soil and water will stay in the hills where they are needed, rather than flooding the river valleys and running to waste in the sea."
>
> Henry A. Wallace
> Secretary of Agriculture

THE PARABLE of last month's floods, snuffing out lives, causing terrific damage to property and losses of millions of tons of topsoil, has been told by soil conservationists.

BIG rivers, they remind us, are fed by little rivers. Little rivers are fed by small streams. Small streams are fed by water washing across fields unwisely tilled. Soil loses its power to hold enough of the rain or melted snow when farmers, through ignorance or economic necessity, overwork its strength.

THE margin between what is just high water and what is a destructive flood is not large. Often it represents only 20 or 25 percent more water. Much of it is water that has gathered in from the rolling acres of thousands of farms.

POTENT agent of flood prevention—more potent even than dams or reservoirs—is soil conservation. For the first time in their history, all the farmers of the land are being offered financial encouragement to become soil conservers.

THIRTY-SEVEN million pounds of foodstuffs—canned meat, flour, cereals, vegetables, and fruits—and more than one million items of clothing and bedding, are going to families, left destitute by the flood, from the Federal Surplus Commodities Corporation. Distribution of many of these foods is possible because of a few new words which Congress placed in the Agricultural Adjustment Act last February.

SECTION 32 of the Agricultural Adjustment Act, approved in 1935, provided that an amount equal to 30 percent of the annual customs revenues could be used by the Secretary of Agriculture to ease the strain on farmers of supplies of agricultural products too great to sell at fair prices: First, by encouraging exports; second, by encouraging domestic consumption through diversion from normal channels of trade; and third, by financing adjustments in quantities planted or produced for market.

"DIVERSION", said the House Committee which drafted the section, regarding number 2, "means 'purchase' of these surplus supplies 'for relief distribution.' Expansion of domestic markets is in the interest of the fullest utilization of our agricultural resources."

APPROVAL of proposed purchases for relief distribution was denied by the Comptroller General who ruled, in December 1935, that section 32 did not authorize the Secretary of Agriculture to use any of the funds appropriated by this section for this or any other purpose, since the specific word "purchase" or its equivalent did not appear in the law but only in the Committee's explanatory statement.

CONGRESS clarified its intent by amending section 32 in February of this year. In the amended law, the Secretary's determination "as to what constitutes diversion and what constitutes normal channels of trade and commerce and what constitutes normal production for domestic consumption shall be final", and he is given the power to expend sums appropriated to effect the purposes of this section.

DISTRIBUTION of close to 1,800 million pounds of foodstuffs during the past 2½ years has served to give two-way relief to relief families and farmers. Up to March 1 of this year there had been distributed 921 million pounds of meats, meat and fish products; 157 million pounds of dairy products; 402 million pounds of fruits and vegetables; 292 million pounds of cereals; 29 million pounds of other foodstuffs.

Science looks at soil

Experts of the Soil Conservation Service and the Bureau of Chemistry and Soils tell about soil nutrients and the forces that undermine soil health *

SOIL is a dynamic substance. It has not existed forever, but was created and is continually being modified by forces acting upon and within it, slowly building it up from the parent rock of the earth, slowly making it what it is.

FOR millions of years the original rock of the earth has been worked upon by heat, cold, rain, wind, ice,

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*An abridgement of Chapter II, "Soil Health and National Wealth", a mimeographed bulletin of the Agricultural Adjustment Administration, Washington, D.C.

and chemical and organic forces, which cracked, ground, dissolved, burned, upheaved, mixed, and transformed the rock material until it became the fine granular mass, partly permeated with organic material, which we call the soil.

THE resulting substance is not merely "solid" or mineral. A loam soil in good condition for plant growth is, by volume, about one-fourth water, one-fourth air, and about one-tenth organic matter. In a sense, it may be said to swim, and breathe, and live.

PLANTS and animals, bacteria, molds, lichens, moss, algae, worms, insects, all have played and continue to play their part in mixing and investing the soil with nutrients which make it the matrix for plant growth.

THE various elements that make up the soil have their necessary functions in the growth of plants.

NITROGEN, phosphorous, potassium, calcium, magnesium, sulphur, and iron are elements found in the soil which are needed to nourish the plant. Carbon, hydrogen, and oxygen are also essential. It is further believed that certain other elements, in minute amounts, must be present in all normally fertile soils.

ORGANIC MATTER, as it decays through bacterial action, is of great importance in providing the plant roots with chemical compounds of these elements in suitable forms. Water in the soil and carbon dioxide from the air furnish the carbon, hydrogen, and oxygen required by the plants.

WATER also dissolves plant nutrients from the minerals and makes them available to the plants, and itself provides the moisture needed for their life. Plants, like animals, can assimilate solid food only when it is in solution.

Some 510 soil experts from the Bureau of Chemistry and Soils and the Soil Conservation Service are doing service for agriculture in different parts of the country. Here is one who has just taken a sample of soil, with the aid of an "auger", and is examining it to determine the soil type.

CONSIDERED together, the compounds of the various elements that compose the soil make it a porous, crumbly mass, which is yet sufficiently firm and compact to provide physical support for the plant, allowing the roots to penetrate and grasp the soil material and thus support the body and leaves of the plant that are thrust above the ground.

ABOVE ground, through the action of light and heat, the leaves of the plant are able to take in from the air oxygen and carbon in the form of carbon dioxide (and to a small extent, nitrogen) and transform these elements chemically into the starches and sugars which make the chief foods of the plant and the cellulose which forms the basis of its cell structure.

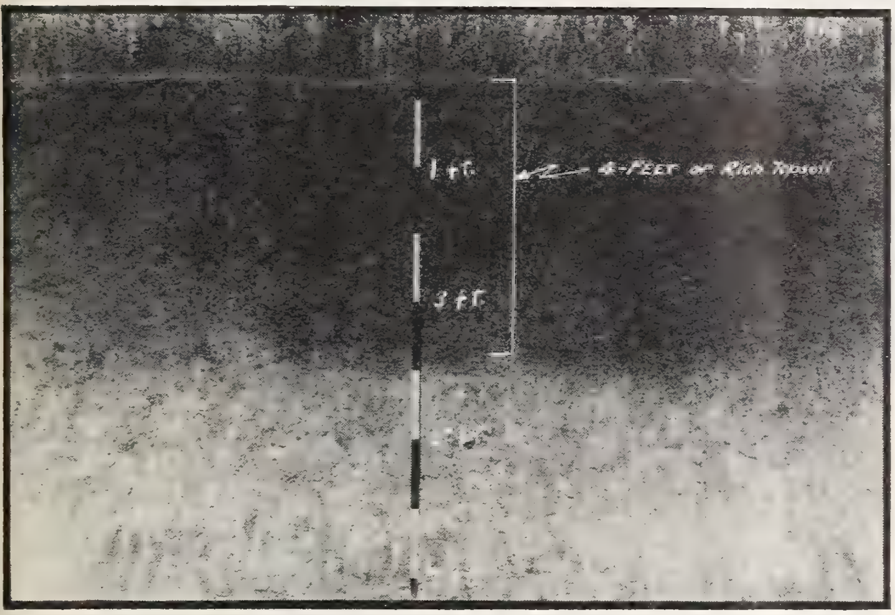
BUT the soil provides the foundation and the nutrients needed to support the whole plant and make its above-ground life possible.

BECAUSE the soil is not a fixed, inert substance, but a dynamic active one, it is readily subject to improvement or destruction, depending on the conditions affecting it.

FORCES that made it are acting upon it still, and some of these forces are as capable of destruction as they are of building up the soil.

WHEN man arrives on the scene, with his plow and cultivator and with his specialized needs, he becomes a potent factor in either helping natural forces to build up the soil, or in greatly accelerating their capacity for destroying it.

HE can actually hasten nature's process of improving the soil. Careful tillage, the planting of grasses and other soil-replenishing crops, fertilization by animal or other products, may steadily improve the fertility of land.



Exceptionally rich topsoil, still in place, measuring 4 feet, is pictured here on a farm in Texas. On the average for the country, topsoil which is properly processed by nature for healthful plant growth measures from 6 to 8 inches.

This field in Missouri was broken from sod just 3 years ago. Each year it was planted to corn. About 35 days before this picture was taken, the field was plowed and harrowed, and made ready for a new planting. Only a few days of heavy rains produced these bad gullies.

Scientists believe, for example, that the soil of England is now immensely better than it was when the Romans first appeared on the island. This has been due largely to the fact that much of the land has been kept in hay or meadows, the effect of which on the soil has been more beneficial than the original forest coverage.

ON the other hand, man may in a few years destroy the work of centuries in the building of soil. His crops may continually use up the organic and mineral nutrients of the soil without replacement.

HIS cultivation of the soil, in keeping large areas loose and open to sun and air for long periods of the year, may cause excessive oxidation (or slow "burning") of organic matter, depleting the soil of this necessary material.

HIS cultivation of slopes and hillsides, in removing the cover from the soil, may allow large quantities of the soil to be washed away into streams and rivers. His cultivation of semiarid lands may, from time to time, allow the topsoil to be blown away by wind.

THIS last effect of man's activity, called erosion, is by far the most rapid and serious in depleting the resources of the soil. The Soil Conservation Service estimates that it takes only about 3 years of tilling moderately steep slopes in the rolling Corn Belt of northern Missouri and southern Iowa to lose an inch of

Millions of tiny streams, swelled by melted snow and rain allowed to carry away topsoil from overcropped and overgrazed lands, are the starting points of floods which devastate river valleys, ruin homes, and make destitute thousands of families.

topsoil which had taken the slow process of nature at least 400 years to produce. On a steep slope, the inch of topsoil may be lost in 1 year, or even by a single rain of the "cloudburst" type.

THE top 6 or 7 inches of soil is of peculiar importance not simply because it is the top layer, which the farmer can "get at", but because nature has long been preparing these 6 or 7 inches for plant growth. It is this layer which has slowly been permeated with decayed organic matter, and made loose and workable by the action of animal and plant organisms—that is to say, properly processed by nature for healthful plant growth.

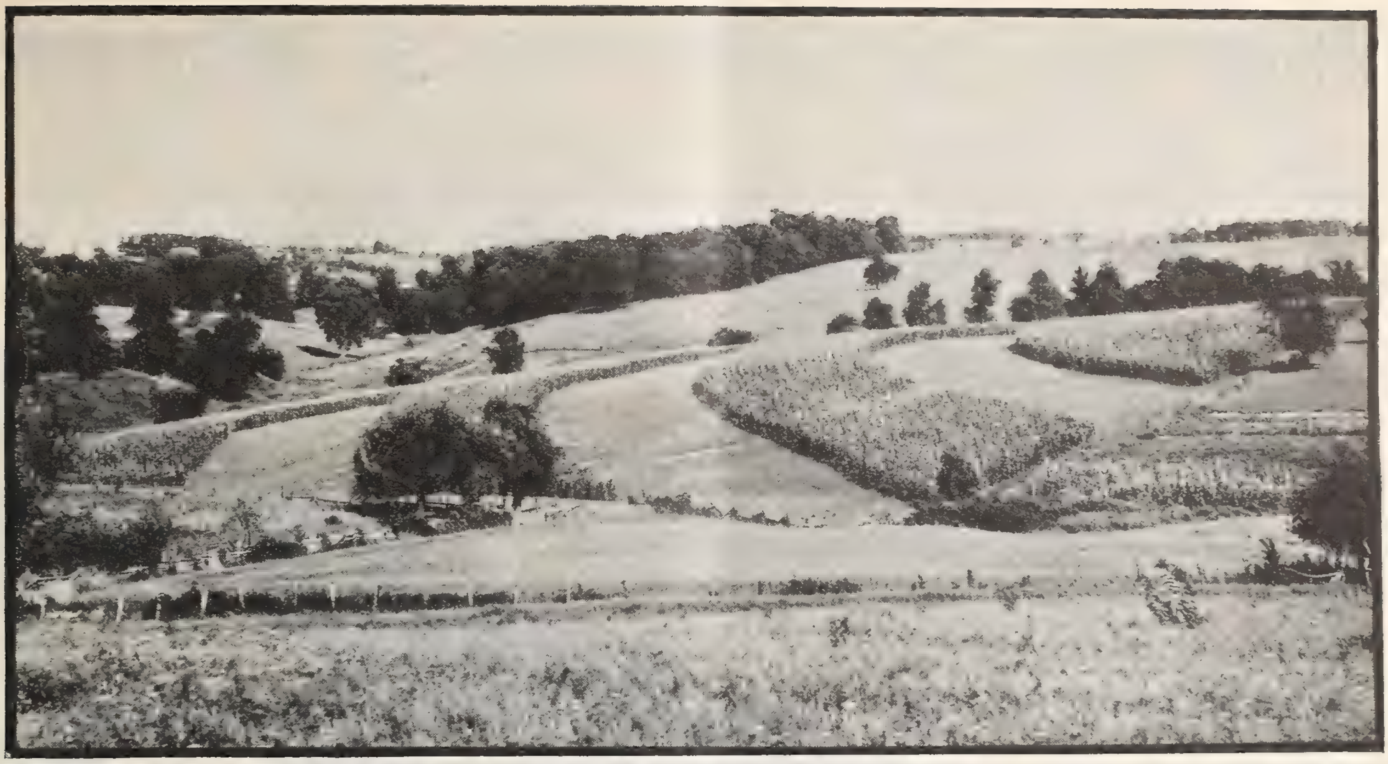
IN the case of certain soil types, particularly those deposited to considerable depth by water, a high percentage of organic matter may exist through many feet of soil depth. But in the case of most soils—those formed from the parent rock or clay underneath—it is only the top layer which contains sufficient organic matter and readily available plant food for effective plant growth.

SCIENTISTS find that for these soils, which make up the large area of cultivated land, organic matter diminishes at a very rapid rate as lower levels are reached. Thus, if the soil down to 6 inches contains 6 percent of organic matter, from 6 to 12 inches it may contain 3 percent or less of organic matter, and at 36 inches it usually contains less than 1 percent. There is, also, less available plant food, generally, in the material beneath the topsoil.

THEREFORE, when the rich top layer is washed away, the fertile part of the soil is virtually gone, and the usefulness of the area for farming has been greatly diminished or essentially destroyed.

THE damage that is caused by washing away of the soil is further increased by the fact that the loss of soil proceeds at a more and more rapid rate the longer it continues. This is because less moisture can be absorbed by the heavier soil material underneath, and less vegetation can be grown by it to hold the

Rain falling on slopes which have been planted to soil-depleting crops has washed down tons of topsoil and deposited them in this hollow place on a farm in Kansas.



A well-planned farm in Ohio where woods are fenced out and protected from pasture; steep land is retired to permanent meadow; soil-depleting crops are planted in strips and to follow contours; sandwiched in between are soil-conserving and soil-building crops. The strips are rotated from year to year.

soil in place. Experiments show that on some of the most important types of agricultural land in the United States, the rate of erosion on sub-soil is from 1½ to 4 times as great as the rate of erosion on surface soil.

SHEET EROSION, while the slowest form of soil-washing, is the most dangerous because it is least apparent in its initial stages and because it is the most prevalent form of erosion. This form of erosion takes place on all unprotected slopes with every rain heavy enough to cause water to flow across the fields. It is estimated that 45 percent of the land area of the United States, exclusive of cities, has been affected in considerable degree by sheet erosion.

ON certain types of soil, as sheet erosion progresses, the surface water is likely to concentrate in channels, and as these channels become more defined, a more acute form of erosion begins, called gullying.

EVEN when little washing away of the soil takes place, land that is intensively cultivated may lose a great deal of its fertility through the draining away of valuable mineral elements which dissolve in water. Rainfall on bare fields, loosened by cultivation, even when the fields are almost flat, may soak through soil, dissolving the mineral nutrients, and eventually carrying them into streams and rivers. This is called leaching.

SOME amount of leaching is, of course, inevitable. But it is increased by practices of farming which leave a large proportion of the land bare of cover for long periods of the year, and can be decreased by greater use of grass and cover crops.

MUDDY streams have long been telling the story of soil wastage over a wide area of the United States. Few people realize that the muddy condition of most streams is not, in a true sense, "natural."

EXCEPT in arid regions, the spring-fed way is the natural way for streams to obtain their water. Rain falls on land covered with trees, grass, bushes, and a spongy, absorptive, and protective cover of vegetable litter. It slowly seeps down through this spongy, matted cover and finds its way into underground channels. Thence it wells up clear, through springs, into streams and rivers. It has served

[Concluded on page 17]

What is the farmers' share?

The Federal Trade Commission looks into the spread between farm and retail prices of six important agricultural commodities.

CONSUMERS and farmers who want to know what comes between the prices the former pay and the latter receive will do well to watch for an important report which is going to come in a few months from the Federal Trade Commission.

THIS Government agency was given a big job by Congress and told to turn in a complete report not later than July 1 of this year. The job was assigned in August 1935, in Public Resolution No. 61. Assurance of funds to do the job was not forthcoming until January of this year. In the short time and with the limited funds—only $150,000—available to the Commission, obviously only a beginning can be made. But even the partial answers to the questions which Congress posed to the Commission will have significance to consumers and farmers who are concerned about costs of processing and distributing farm products.

TELL us, Congress said in effect, how changes in agricultural income in recent years compare with changes in the income of principal corporations handling and preparing farm products for market, and where consumers' dollars, which are spent for major farm products, go.

REPORT to us, Congress continued, on the financial position of these principal corporations, their history, their investment, costs, and profits; on the extent of control and monopoly between farmers and consumers of the major farm products.

DESCRIBE, too—the Commission was instructed—the importance of cooperatives in processing, warehousing, and marketing of major farm products and the effects of such cooperative agencies on farmers and consumers. What are other countries doing, through cooperatives or through their governments, to cheapen costs for the protection of farmers and consumers?

FINALLY, Congress asked, what are your recommendations, based on your researches, for improving the economic position of farmers and consumers?

COMPLETE answers to such sweeping questions as these can come only after intensive study. The Federal Trade Commission has a long and honorable history as a prober into and untangler of difficult economic problems. It can be counted on to set about its task fairly and thoroughly, limited only by the facilities at its disposal for doing the job.

LIMITS impose limits, and the first which the Commission had to set on itself was the number of agricultural commodities which it would attempt to cover. Agricultural income comes from many sources and from the sale of many different products, but among all products are six generally processed before they reach consumers which loom largest in farmers' income. These six are milk, cotton, cattle, and calves, hogs, wheat, and tobacco. In 1934 about 60 percent of farmers' cash income came from the sale of these six products, each of which yielded a cash income of over $200,000,000.

MANY hands handle these commodities between the farmers and consumers. In the case of wheat, for instance, first there are country and terminal elevators. Then come flour millers. Flour distributors follow. Bakers and retailers of bread and flour are important factors in this flow of wheat from farms to kitchens. Other farm products move through different hands.

TO obtain financial reports on all such handlers was clearly impossible; nor was it called for by Congress which stipulated only "principal corporations." Before the Commission could obtain the necessary information from such corporations it had to select those which were important and representative of the various food industries. The general rule for selection, with a number of exceptions, was on the basis of reported assets of processing and distributing companies.

TWO "schedules", or questionnaires, were then prepared and mailed to these principal companies. In the first the companies were asked to report to the Commission for 1934 or 1935 the sources from or through which they bought their raw materials, such as wheat, cotton, etc., and the sources to and through which they sold their manufactured products, such as flour, cotton goods, etc.

SECOND schedule asked processors to tell all about their financial operations: Their investment, costs, profits, change in income; the share of the consumers' dollar going to them; salaries and other returns to officers of such companies; the extent to which these principal companies control the business of processing and distributing the six farm products. These facts are sought, in some instances, for each year since 1913, in others, since 1927.

OTHER inquiries are being made at the same time into the operations of cooperatives.

ECONOMIC wisdom, as much for all of us as for each of us, starts with answers to such questions as these which Congress has put to the Federal Trade Commission.

INDIVIDUAL businesses in the past 20 years have learned how to improve tremendously their efficiency in production and distribution. Only the barest beginning has been made on the problem of the sum total of our costs of production and distribution, and yet to the Nation an understanding of them is as important in building up an adequate living standard for everyone as a shoemaker's knowledge of a cheaper way to make shoes is in building up his income.

FARMERS have been troubled about these costs, perhaps, more than any other group in the country. In depression years they have found that costs between them and consumers usually shrink proportionally less than do prices they receive for the raw materials of many products. On 10 food products alone, they found that their share of each consumer dollar which was 50 cents in the "prosperous" 20's fell off to only 35 cents in the depression. They saw their returns for raw materials for these 10 foods drop 56 percent in 3 years, while costs of processing and distributing fell off only 17 percent.

WHAT might be done to shrink these middle costs so that consumers can buy at lower prices and therefore buy more, or farmers can receive a larger share of each consumer dollar spent for farm products? How much waste do

[Concluded on page 31]

Pack away your winter woolens...

Science collaborates with common sense to keep your winter things whole for next year's use.

Once clothes are moth-free, well-sealed wrappings of brown paper or two or three thicknesses of newspaper will keep them that way.

MOTHS, like everyone else, have their special tastes and distastes. Knowing their likes—and especially their dislikes—can mean the difference between serving them well while your wardrobe takes the consequences, and vice versa.

WARM WEATHER is the first item on the list of things that make moths comfortable. That's why cold storage is one of the sure measures used for commercial care of valuable rugs and furs. That's why springtime is precaution time.. In homes whose indoor climate is equable the whole year round, every month is open season for moths. But the biggest moth months are from May to July and during September and October.

DARK SECLUSION is the next factor in a moth's happiness. The moths you see flirting with danger around the candles are not the villains of the piece. The real guilty parties lurk in dark corners or where the light is dim. Actually even they are not the ones who do the dirty work. They merely select the quiet dark spot, and lay their eggs where their minute worm larvae can hatch in the midst of undisturbed abundance.

DIET which moths go in for is wool, fur, hair, feathers, and everything made from these animal products. Remember that this list includes the bristles in a shaving brush, the felts in the piano, upholstered furniture, and the hairs of the family cat and dog. The less processed—the closer to the natural state—are the materials, the better moths like them. In regular dyed woolen fabrics they show their most avid appetite for soiled places.

THESE three moth predilections taken into consideration, the wise consumer draws the conclusion that winter clothes lying idle in dark closets during the spring, summer, and early fall are just asking for replacement. But depriving moths of their ideal set-up is not enough to guarantee that your woolens survive for another winter's wear. Complete moth control calls for constructive measures.

VIGILANCE is the first suggestion from entomologists in the Department of Agriculture to consumers who would conserve their wools and furs. There is no known way to mothproof things once and for all time.

CLEANLINESS is the best safeguard. Moths are not likely to be a problem in clothes that are thoroughly brushed every 2 weeks, or rugs and carpets that are electric-vacuumed.

RULE for preparation for the big spring wool-retirement calls for washing or dry-cleaning everything you can. Items that can't be squeezed into the dry-cleaning and laundry budget can at least get a thorough sunning and brushing and beating on the clothesline to remove any eggs that may have found a nest there.

TIGHT PACKAGING must follow immediately with no margin for danger. Gummed tape can seal the paper package, the cardboard hat box, the hole around the hanger in patent clothes bags, and make the closing of a trunk or closet moth-tight. For sure safety the package can include some of a tested insecticide.

SMELLS do not kill moths, nor even discourage them. Tests in the Department of Agriculture show that even the most deadly of the moth-killing chemicals do not repel moths when the fumes are not strong enough to kill them. The only way to make the vapor effective is to keep enough of it corralled in a tight container —package, box, trunk, or closet.

If you can dedicate one closet to summer storage, 3 or 4 pounds of naphthalene, paradichlorobenzene, or gum camphor will keep a well-sealed closetful moth-free for the whole season.

KILLING CHEMICALS recommended for use are naphthalene, paradichlorobenzene, and gum camphor. One pound of one of these chemicals spread in folds of tissue paper through the layers of clothing will protect a trunk full of clothes. Three or four pounds sprinkled on shelves and floor will protect a whole closetful if the door is sealed

One pound either of naphthalene, paradichlorobenzene, or gum camphor, preferably sprinkled between folds of tissue paper among the clothes, will take care of a trunkful of clothes in mothtime.

tight. Protection lasts only as long as the crystals or flakes or balls are present in sufficient quantity, for it is their evaporation that makes the gas that kills the moths.

GARMENT BAGS are as useful as they are tight, but only for keeping moths out, once the contents are free of them. Fancy treatments can make the bags smell queer but cannot kill the destructive moth larvae. Paper bags thoroughly sealed, the tiniest openings closed, will serve to keep outside moths outside.

CEDAR LININGS in closets as we usually see them are not enough to protect clothes. The fragrance of cedar alone does not kill moths. To be really effective, a cedar closet must be tightly built with red heart wood and closed by doors that clamp shut on felt or rubber gaskets. Cedar chests are recommended for storage, partly because they are usually of tighter construction than ordinary trunks, and partly because if they are thickly enough lined and kept closed the emanation from the cedar is strong enough to kill the newly hatched larvae of clothes moths. Since it is not equal to the job on grown moths, the experts stipulate the regular cleaning, brushing and beating prelude to storage. The ordinary "cedarized" boxes and bags cannot be depended upon.

Clothes freshly dry-cleaned and immediately sealed tight against moths are safe from danger till the package is opened.

KEROSENE PYRETHRUM sprays, sold in most drug stores under trade names, are effective for killing moths in any stage of their development if the spray actually comes in contact with the moth. Professional exterminators with power sprays can make their coverage quite complete, but sprays applied with the ordinary hand sprayer cannot be forced into many of the cracks, beneath carpeting, or behind baseboards where some of the insects are in hiding. Floor cracks filled with lint are quite impervious to hand sprays and protect the insects burrowing beneath.

WORTHLESS prescriptions for moth control include dustings of allspice, angelica root, pyrethrum stems, air-slaked lime, powdered sulphur, quassia chips, borax, colocynth pulp, eucalyptus leaves, white helebore, sodium bicarbonate, salt, lead carbonate, lead oxide; dashes of cayenne pepper, black pepper; tobacco extracts containing nicotine; sprayings of formaldehyde, 1 to 10; red cedar leaves or lavender flowers scattered in the clothing.

GADGETS sold to hang as moth-insurance in ordinary open-and-shut closets cannot do the trick.

MOTH-PROOFING solutions now on the market cannot make a garment immune to moths permanently or absolutely. Among the better solutions are those containing fluorides and rotenone. If used with thoroughness, they go some distance along the way to this goal. Those made of arsenic are not recommended by the Department of Agriculture.

FUMIGATION by methods of professional exterminators will kill moths. For this and other latest complete information on the subject write for the Department of Agriculture Bulletin No. 1353, "Clothes Moths and Their Control", for sale for 5 cents by the Superintendent of Documents, Washington.

Farmers learning about the soil-building qualities of lespedeza from a county agent.

Consumer-Farmer Briefs from Washington

THEY'RE OFF to a new start—the farmers of the country. On March 21 the Agricultural Adjustment Administration announced soil conservation plans under the farm program, superseding production control programs which were destroyed by the Supreme Court in its January 6, 1936, decision on the Hoosac Mills case. As we go to press, farmers are gathering in thousands of county and community meetings to study the new plans and how to apply them to their own farms.

GOAL for 1936 is 30 million more acres in soil-improving and soil-conserving crops than in 1930. This means 30 million less in soil-depleting crops. Shifting will still permit, experts in AAA are sure, the production of normal quantities of food and fiber for domestic consumer needs. "Normal", as explained in our last issue, is defined in the new soil conservation act as the average per capita quantities consumed in the 20's, with allowances for certain changes in demand since then.

SOIL-DEPLETING crops include most of the vegetable foods and the fibers which humans consume—corn, potatoes, rice, sugarcane and sugar beets, vegetables, melons, strawberries, wheat, and many other small cereal grains, cotton, and tobacco. These crops are classed as soil-depleting because they take plant food out of the soil or because as row crops they expose the land to severe erosion.

SOIL-IMPROVING and soil-conserving crops are different kinds of grasses and legumes. Soil-improving crops, including several which are plowed under as green manure or left on the land as forage, definitely add to soil fertility. Soil-conserving crops hold soil in place and do not draw heavily on plant food in the soil but do not add to the fertility.

TWO kinds of payments are provided: A Class I or soil-conserving payment, averaging $10 an acre for the country as a whole; and a Class II or soil-building payment. Total funds available for payments and administration is approximately $470,000,000.

STARTING POINT for the individual farmer is to figure the number of acres he had planted in 1935 to soil-depleting crops. This acreage, with adjustments, is his soil-depleting base. Next, in order to qualify for the Class I or soil-conserving payment, he must show that in 1936 he had at least one-fifth as many acres in soil-conserving or soil-building crops as in his soil-depleting base, or else that he has at least as large an acreage as the maximum on which soil-conserving payments will be made. This is 15 percent for the Corn and Wheat Belts. Different starting points are provided for producers of cotton, tobacco, peanuts, flaxseed, rice, sugar beets, and sugarcane. He then becomes eligible for a soil-conserving payment. While the average for such payments will be $10, the actual amount will vary according to the productivity of the cropland on a particular farm. The more productive the land, the higher the rate of payment so that the program will have a definite effect in conserving the remaining good farm lands in the country.

LIMIT is placed on the maximum number of acres on which a farmer may collect a soil-conserving payment. This is 15 percent of his base acreage of soil-depleting crops. In the case of cotton, tobacco, and peanuts the figures are 35, 30, and 20 percent respectively.

SPECIAL inducement to plant soil-building crops and encouragement of soil-building practices is provided in the second type of payment. The rate of this payment will be varied according to a definite share of the cost of soil-building practices. But the total of such payment must not exceed $1 for each acre of land in soil-conserving and soil-building crops in 1936. Farmers who already have large acreage in soil-conserving crops get special consideration under this part of the plan.

DIVIDING payments between landlords and tenant-farmers is also prescribed under the new program.

DIRECTING this big job of soil conservation will be community and county committees. Every farmer in each county will be eligible to join a county association which will elect these committees. Above them will be State committees. The national end of the job will be done by the Agricultural Adjustment Administration which will function through five regional divisions dealing directly with the State committees.

AAA

SUBSTITUTION of cheap or worthless ingredients continues as a major violation of the Pure Food and Drugs Law, the Food and Drug Administration states in its February report. Among other seizures in that month, the Administration seized 11,000 pounds of butter which it found deficient in fat. Butter is the only food for which there is a Federal legal standard of identity. It must contain at least 80 percent butterfat, or it must not be labeled as butter. The remainder is water, salt, color, and whatever milk solids remain after churning. Consumers buying so-called butter which is deficient in butterfat pay butter prices for so much water or, in some cases, salt. This is a violation of the law, and it is the business of this watchdog of consumers, the Food and Drug Administration, to protect the public against such cheats.

AAA

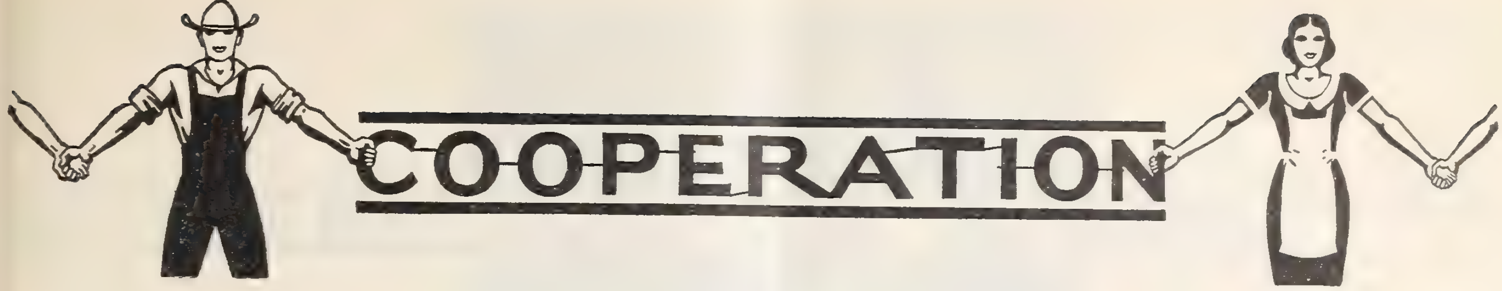
MAJOR objective of the new farm program is soil conservation, for the social purpose of enabling farmers to supply consumer needs adequately now and in the future without bankrupting themselves or their land. Measuring the economic and social benefits of soil conservation and erosion control practices will be the function of two agencies in Washington—the Soil Conservation Service and the Bureau of Agricultural Economics—and of the State Agricultural Experiment Stations. These researchers will make "before and after" reports as conservation work goes ahead.

AAA

FARMERS' cash income from the sale of farm products during the first 2 months of this year totaled $1,027,000,000, which was $53,000,000 better than the total for January and February 1935, despite the fact that in these months their cash income included $122,000,000 in rental and benefit payments. Such payments in January and February this year came to only $1,000,000. Total income in February 1936 was 66 percent of the average for 1924-29, as compared with 57.5 percent for February 1935 . . . Income of industrial workers (including factory workers, railroad and mining employees) in January 1936 was 70.5 percent as large as in 1924-29, and in February 1935, 64.5 percent.

AAA

MORE hired help and fewer family workers on farms in March of this year, compared with last March, marks another agricultural gain. The average farm hand employment stepped up from 69 to 74 persons and the number of family workers stepped down from 215 to 201, both per 100 farms.



COOPERATION

Many farmers and consumers are exploring the cooperative way of making and marketing their necessities as a two-way route to a greater purchasing power and a better living. Farmers look to cooperative purchasing to cut their costs of production and to gain for themselves a larger share of consumers' dollars. Consumers look to cooperation to cut their living costs and to make possible greater consumption of farm products. From time to time we will report some of their cooperative activities.

WITHIN one lifetime cooperative marketing by Ohio farmers has grown from a few cheese factories doing a few thousand dollars of business into State-wide organizations handling nearly $100,000,000 worth of farm produce each year, states a report from Ohio State University.

MILK cooperatives alone handled more than 100 million pounds of milk last year. Ohio farmer elevator companies now do a business of more than $35,000,000 annually. Cooperative livestock commission associations now handle Ohio livestock on the Buffalo, Cleveland, Pittsburgh, and Cincinnati markets. Cooperatives for selling eggs and potatoes under brand name have recently been organized.

OHIO farmers claim that through cooperation they have improved markets and made a better living for themselves.

* * *

EASTERN States Farmers Exchange, one of the largest purchasing cooperatives of the country, last year completed a $300,000 addition to its cooperative feed mill in Buffalo, added 6,000 farmers to its 62,000 membership, and did a business of over $14,000,000, according to recent annual report. Savings of $100,000 on last year's business have been returned to members. Another $50,000 was voted to be set aside for expansion. In its 17 years, this cooperative has made possible for its members savings totaling over $2,000,000.

* * *

GASOLINE and oil, important items in farm management and household budgets, has become a major item in cooperative business done by farmers. One retail gas and oil cooperative in Greely, Colorado, credited with being the largest of its sort at least in this country, last year saved its members $93,000 on purchases of 1,800,000 gallons of gas. In 15 years it has returned to its 1,700 members almost $750,000 in patronage dividends.

* * *

COOPERATING farmers are throwing their strength behind the organization of city consumers' cooperatives. Pennsylvania's very active Farm Bureau Federation sets aside some of its funds to organize city cooperative outlets for many farm products. Ohio's Farm Bureau Federation voted last year to extend services of its affiliated cooperatives to city consumers. The Nebraska Farmers Union, recently in annual convention, resolved:

"That the harmonious relationship existing between the consumer groups and the marketing and producer cooperatives be cultivated and increased, and that we request our officers and directors to formulate plans and authorize them to promote such plans for a consistent working relationship between such cooperative associations, all such to be in the interests of both rural and urban associations, and in accord with the promotion of the cooperative movement as a whole."

* * *

SIXTY retail cooperatives in Oregon, Washington, and Idaho, have carried cooperation back into wholesale purchasing. They are members of the Pacific Supply Cooperative, organized a little over 2 years ago. Members of this

[Concluded on page 31]

YOUNG CONSUMERS

NEARLY 50 million of America's consumers are under 20 years old. That means almost 4 out of every 10 people in the country. Today these young consumers are playing a vigorous part in our trends of consumption. Tomorrow they will provide the direct demand which America's producers must meet.

THIS new generation is already the product of a set of nutrition ideas and practices entirely different from the ones on which their parents grew up. Already these changes are registered in statistics of acreage planted to new crops, in carload shipments moving from new producing areas to new markets in new seasons. Eating habits now developing will determine the way future farmers plan their crops and use their land.

THIS page is to be a meeting place between farmers and their important younger customers. News from school and home and laboratory and farm about what is interesting and helping young people as consumers will be printed here.

—YC—

SPRING FEVER shows up at an inconvenient time in the school year. Just when extra spurts of pep are needed to round out the year in class work, to go out for the spring play, for spring football practice or baseball or track, even our usual quota of ambition seems suddenly to be missing.

NUTRITION experts advise students who find themselves in this plight to look to their diets. Wintertime is likely to be a period of short-changing our bodies in many of the elements they need, particularly in foods like fresh fruit and green vegetables which are not so cheap or plentiful then. Cold weather whets appetite for sausage, and pancakes and sirup, for candy and hot chocolate, leaving milk and salad trailing along behind.

TO FEEL adequate to the demands of school life, you need an adequate diet. Here is the framework on which to build this adequate daily diet:

- Plenty of milk
  (at least 1 pint, preferably 1 quart a day)
- Plenty of fruits and vegetable, including
  - 1 green leafy vegetable (like spinach) a day
  - 1 raw fruit every day
- Meat or egg or fish (one serving a day)
- Fill out with what you like, but go slow on sugar

ATHLETES will want to add calories in the form of cereals and potatoes and sweets. Girls who take most of their exercise in spectator doses will probably go heavier on the salads than on the fats and starches and sweets, remembering that one chocolate malted milk with ice cream adds up to 700 calories—a quarter of her total daily calory needs—and even a chocolate caramel makes its contribution of 50 calories.

WHETHER pep, endurance, speed, sparkle, or beauty seems your special spring-fever lack, the reason may go back to the same dietary lack. To give complexions a chance, to get hair into shape for shining, to bring figures into line with their optimum measurements, analyze your diet by the "adequate" yardstick.

—YC—

STUDENTS of Hiram High School, in Ohio, wanted to get from their education help in facing their more practical after-school problems. Proof is in the story of the growth of their Consumers' Course from its beginning as a week's project in the regular course in Economics, to a popular set of projects taking about 3 weeks, during the next year, then into an adult education course, and finally into a full semester course for Juniors and Seniors. Twenty-nine projects range from practical experience in buying and grading through study of economic, legislative, and Governmental aspects of the consumer movement.

ONE example of the way theory was combined with practice, reported by the principal, was the application of the principle of big-quantity buying to the consumer problems of the school band. By buying trombone oil in gallon quantities instead of two-ounce bottles they brought the cost of a gallon down from $36 to 60 cents.

OTHER schools are organizing similar courses all over the country. The Young Consumers page welcomes letters from students describing their particular courses, giving their slant on the classes, telling what they are learning, what use they are making of the information, and what else they could use in the line of consumer information.

SCIENCE LOOKS AT SOIL

[Concluded from page 7]

its function of watering the roots of plants without carrying away particles of the soil into the rivers.

RAIN falling on bare loose soil is only partially absorbed. The unabsorbed part runs off over the surface of the land, carrying particles of the topsoil with it. Water and sediment flow into the streams, making them run muddy, and carrying millions of tons of soil into the ocean every year.

INSTEAD of clear streams, fed by underground springs or by grassy runlets, and flowing relatively steadily throughout the year, surface-fed streams are alternately swollen with muddy flood waters and dry or shallow during the summer months.

FAILURE of excessively cultivated lands to hold back the rainfall, therefore, means two kinds of losses. There is loss caused by too much water flowing into rivers at a given time, and this means flood damage, and tremendous loss of topsoil. It also means silted river channels and reservoirs.

SOIL CONSERVATION is basic, then, to flood control, and to moisture conservation as well as to the maintenance of soil wealth.

RECURRING dust storms, too, are evidence of wasted soil resources and misused land. Dust storms occur when land is continually cultivated in regions where rainfall is too sparse to produce regularly an adequate growth of vegetation to protect the ground. When a period of drought arrives, as in 1933, 1934, and 1935, the topsoil which is no longer stabilized by natural grasses or cultivated crops, becomes exceedingly dry and powdery. In this condition, it is easily swept up by wind, blown in drifts of increasing size, and carried in dense clouds into the air.

A COUNTRY of verdant lands, with spring-fed streams flowing clear through every season, is a beautiful picture.

IT is a picture which cannot fully be realized. Civilization, for good or ill, makes demands on the land which necessarily alter its pristine character. The needs of a populous nation require breaking of the heavily-matted sod, intensive cultivation of large areas, lumbering of forests, and cutting of hills to build roads and railways.

THESE activities may be carried on in either a destructive or a conservative way. It would be impossible, of course, for 125 million people to live on the land and interfere as little with its natural conditions as if only the native animals or a few hunting tribes lived on it. But the needs of this number of people may be met without progressive exploitation of the land's resources. The land wealth of the United States is great enough that its present and prospective population may live upon it at a high level of existence for an indefinite period, provided the wealth of the soil is conserved as it is used.

Your Food

FOR the first time since July 15, 1933, the national food cost index on March 10 was below the index for the corresponding period of the previous year. The decline from March 12, 1935, was negligible in amount, but may indicate that food costs, which have been fairly steady for a year, are now definitely turning downward.

DURING the first half of 1935, food costs increased instead of showing the usual seasonal decline. So far this year, February 25 excepted, the index is showing a seasonal decline because of seasonal increase of supplies, aided by the removal of the processing taxes.

SUBSTANTIAL reductions in the price of eggs and butter, and important declines in all meat prices from February 25 to March 10 pulled the retail food cost index down to its lowest level since January 1935. The decline during the 2-week period amounted to 2.2 percent. This was the largest biweekly decline since 1933.

BARRING adverse crop conditions, this drop in food costs is expected to continue, and the general level should continue below that prevailing during the first half of 1935. Bad weather in January and February, which curtailed supplies, prevented the index from going below the 1935 level earlier in the year.

INDEX of retail food cost as reported by the Bureau of Labor Statistics on March 10 was 79.5 percent of the average for 1923-25, compared with 59.8 on March 15, 1933, and 101.4 for March 15, 1929.

ALL food groups except beverages and chocolate shared in the decline. The major decreases occurred in the case of eggs, dairy products, and meats—three important items in the market basket.

EGG prices registered the largest decline, falling an average of 5.8 cents per dozen during the 2-week period. In 14 cities egg prices declined more than 20 percent. This drop more than offset the price rise which occurred in February. As a result, egg prices on March 10 were at their lowest levels since last summer.

COST of dairy products which had been advancing steadily since last fall finally declined on March 10. This decrease was mainly due to a drop in butter prices amounting to 3.5 cents per pound. As in the case of eggs, this falling off in butter more than offset the increases which occurred in February.

ALL meat cuts shared in the drop in meat prices. Veal cutlets showed the largest

CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

Kind of food	Feb. 25, 1936	Mar. 10, 1936	Change in two weeks
Dairy products:	¢	¢	%
Milk, qt	11.8	11.8*	——
Cheese, lb	27.2	27.1	-0.4
Butter, lb	43.6	40.1	-8.0
Beef:			
Round steak, lb	33.6	32.9	-2.1
Rib roast, lb	29.8	29.4	-1.3
Chuck roast, lb	22.9	22.5	-1.7
Pork:			
Chops, lb	33.1	32.1	-3.0
Lard, lb	16.5	16.2	-1.8
Whole smoked ham, lb	31.2	30.8	-1.3
Lamb:			
Leg of lamb, lb	27.7	27.7	——
Breast lamb, lb	13.3	12.8	-3.8
Square chuck, lb	22.0	21.5	-2.3
Poultry and eggs:			
Hens, lb	32.7	32.6	-0.3
Eggs, doz	40.6	34.8	-14.3
Bread:			
White, lb	8.3	8.3	——
Rye, lb	9.1	9.1	——
Whole wheat, lb	9.4	9.3	-1.1

*3.5-5.0 percent butterfat

(continued)

CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

Kind of food	Feb. 25, 1936	Mar. 10, 1936	Change in two weeks
Cereal products:	¢	¢	%
Flour, lb	4.8	4.8	——
Macaroni, lb	14.9	14.8	-0.7
Wheat cereal (28-oz. package)	24.1	24.0	-0.4
Vegetables — canned:			
Corn, #2 can	11.4	11.3	-0.9
Peas, #2 can	16.0	15.9	-0.6
Tomatoes, #2 can	9.3	9.3	——
Vegetables — fresh:			
Potatoes, lb	2.4	2.4	——
Onions, lb	4.3	4.1	-4.7
Cabbage, lb	4.2	3.8	-9.5
Vegetables — fresh:			
Lettuce, head	7.6	7.9	+3.9
Spinach, lb	7.8	6.9	-11.5
Carrots, bunch	5.9	5.6	-5.1
Fruit — canned:			
Peaches, #2½ can	18.0	17.9	-0.6
Pears, #2½ can	22.3	22.3	——
Pineapple, #2½ can	22.4	22.3	-0.4
Fruit — fresh:			
Apples, lb	5.4	5.4	——
Bananas, lb	6.2	6.4	+3.2
Oranges, doz	30.7	30.9	+0.7

Bill

Complete on this page

decline; fresh pork items fell off about a cent a pound with cured pork; beef and lamb items about one-half that amount.

DECLINE in fresh pork prices was due to a reversal of the situation which prevailed during the first half of February when smaller marketings of hogs caused prices to increase. The number of federally inspected hogs slaughtered during February was 3.7 percent below the very small slaughter of February 1935. This decline in numbers was more than offset by the increase in the average weight of hogs slaughtered.

AS a result of the relatively large 1935 fall pig crop, prices of pork products should decrease during the next 3 months. That crop, which was 31 percent above the fall crop in 1934, will come to market mainly in May and June. Slaughter in March and April should run at about the same level as last year.

FRUITS and vegetables continued their seasonal decline during the 2 weeks ending March 10. Green vegetables, especially spinach, cabbage, and green beans, were cheaper. By March 7 shipments of spinach and cabbage to market were much higher than last year, with heavy marketings from Texas.

COLD STORAGE holdings of all food products, with the exception of cured beef, pork, and lard, decreased from February 1 to March 1. These declines in most cases were seasonal. Storage supplies of meats, lard, and poultry were smaller than those on March 1, 1935, but supplies of apples, cheese, and frozen eggs were larger. While butter supplies were slightly higher than on March 1, 1935, they were still 12 million pounds short of the 1931-35 average. During the next few months large quantities of butter, eggs, and pork products should move into storage.

HIGHER prices for most farm products on February 15 did not result in increased total cash income for farmers, since the volume of marketed products dropped sharply. Farmers' cash income from the sale of farm products declined more than usual from January to February, but this February's income was larger than last. In February 1936 cash income was estimated at 469 million dollars compared with 558 million dollars in January and 402 million dollars in February 1935. Decline from January was heaviest in the case of meat animals, for smaller marketings more than offset higher prices. Cash income from fruits and vegetables, however, increased more than seasonally. This was due to large supplies marketed and also to higher farm prices for potatoes, apples, and a number of truck crops.

Dairy Products

BUTTER PRICES dropped sharply from February 25 to March 10 and there was a slight decrease in the price of cheese. Fluid milk prices remained the same at 11.8 cents a quart. The last issue of the GUIDE pointed out that butter prices were likely to drop in March and a moderate seasonal decline could be expected throughout the spring and early summer months.

WHOLESALE butter prices continued to fall during the first 3 weeks in March. This probably indicates some further reduction in retail butter prices in the few weeks immediately following March 10. In New York City the price of 92-score butter reached a high point of 38.5 cents for the week ending February 22. By the week of March 21 it had dropped to about 32 cents a pound.

PRICES of fluid milk tend to change less often than prices of butter and cheese. During recent weeks fluid milk prices appear to have been well maintained. Ordinarily there is some small seasonal decline in prices of milk as well as in other dairy products during the spring and early summer months.

PRODUCTION of creamery butter so far this year has been a little higher than last year but lower than the average for this time of the year. Cheese production in recent months has been much larger than last year and considerably more than average. The increased production of cheese appears to be due to the fact that cheese prices in the latter part of 1935 were high compared with butter prices. At the present time cheese prices are low compared with butter prices and it is expected for that reason the seasonal increase in cheese production this spring will be less than normal.

Average Retail Prices, March 10, 1936 (cents)

Markets	Milk fresh del'd (qt.)	Butter-fat content of milk	Cheese (lb.)	Butter (lb.)
United States	11.8	3.5–5.1	27.1	40.1
New England:				
Boston	12.6	3.7–4.0	26.2	40.1
Bridgeport	13.0	3.9	28.9	41.4
Fall River	13.0	3.8	26.3	40.2
Manchester	12.0	3.9–4.0	26.8	40.2
New Haven	13.0	3.7–4.0	27.1	41.6
Portland, Maine	12.0	4.0–4.3	27.8	40.9
Providence	13.0	3.7–3.8	26.3	40.8
Middle Atlantic:				
Binghamton	—	—	—	—
Buffalo	12.0	3.6–3.7	26.9	39.2
Newark	13.0	3.5–3.7	26.8	41.3
New York	13.0	3.7–4.0	29.2	41.3
Philadelphia	11.0	3.5–3.7	30.3	42.0
Pittsburgh	11.0	3.6–4.3	28.6	39.9
Rochester	12.0	3.8	27.7	38.6
Scranton	11.0	3.8	27.4	38.8
East North-Central:				
Chicago	11.0	3.5–3.8	28.8	39.5
Cincinnati	12.0	3.5–3.8	25.5	39.5
Cleveland	11.0	3.5	28.1	39.6
Columbus	10.0	4.0	25.3	38.3
Detroit	12.0	3.7–3.71	24.3	39.8
Indianapolis	11.0	3.8–3.9	25.6	39.1
Milwaukee	10.0	3.63–3.7	27.3	38.1
Peoria	11.0	3.7–3.8	26.1	40.3
Springfield, Ill.	11.1	4.0	25.3	38.7
West North-Central:				
Cedar Rapids	10.0	4.0	23.8	35.6
Kansas City	11.1	3.8–4.0	26.2	37.4
Minneapolis	10.0	3.5	26.1	37.6
Omaha	10.0	3.8	25.6	36.8
St. Louis	12.1	3.7–3.8	26.0	39.9
St. Paul	10.0	3.6–3.7	25.6	37.7
Sioux Falls	10.0	4.0–4.1	29.1	37.1
Wichita	10.0	—	22.6	35.4
South Atlantic:				
Atlanta	14.0	4.2–4.4	23.0	41.1
Baltimore	12.0	4.0–4.2	25.4	42.5
Charleston, S. C.	15.0	4.0–4.3	24.3	41.1
Columbia, S. C.	15.0	4.3	24.0	41.9
Jacksonville	15.0	4.0–5.0	23.9	42.0
Norfolk	14.0	3.8–3.9	22.5	41.5
Richmond	12.0	3.5	24.5	41.3
Savannah	14.0	4.2–4.7	24.1	40.7
Washington, D. C.	13.0	4.1	25.9	42.7
Winston-Salem	14.3	4.3	25.7	44.0
East South-Central:				
Birmingham	13.3	4.3–4.5	21.9	43.0
Jackson, Miss.	13.0	—	24.4	41.3
Knoxville	10.0	4.0–4.2	29.7	39.6
Louisville	12.0	4.0	23.8	40.0
Memphis	10.0	3.5–4.2	23.7	39.3
Mobile	14.0	4.0–4.5	24.9	38.4
West South-Central:				
Dallas	11.0	4.4	28.1	39.1
El Paso	11.0	—	24.1	39.3
Houston	12.0	4.5	21.6	39.5
Little Rock	12.0	3.8–4.5	24.1	38.3
New Orleans	12.0	4.0–4.5	25.1	40.6
Oklahoma City	11.0	4.0	27.1	41.8
Mountain:				
Albuquerque	—	—	—	—
Butte	10.0	3.5–3.7	26.4	38.7
Denver	10.5	3.8	27.7	38.6
Salt Lake City	10.0	3.8	23.1	39.3
Tucson	12.3	—	26.9	37.8
Pacific:				
Los Angeles	10.0	4.0	27.0	38.3
Portland, Oreg.	11.1	4.0	26.3	37.1
San Francisco	13.0	4.0–4.2	30.0	37.4
Seattle	10.0	4.0	24.6	38.3
Spokane	—	—	—	—

Average Retail Prices, March 10, 1936 (cents)

Markets	White (lb.)	Rye (lb.)	Whole-wheat (lb.)
United States	8.3	9.1	9.3
New England:			
Boston	8.2	9.2	8.8
Bridgeport	8.6	9.1	9.1
Fall River	7.7	8.4	9.0
Manchester	8.4	8.9	8.6
New Haven	8.5	9.0	9.1
Portland, Maine	8.3	9.5	9.3
Providence	8.2	8.7	9.4
Middle Atlantic:			
Binghamton	—	—	—
Buffalo	7.9	8.4	9.1
Newark	8.9	9.4	9.5
New York	8.4	9.2	9.6
Philadelphia	8.9	9.9	10.7
Pittsburgh	8.9	10.5	10.6
Rochester	8.0	7.8	8.7
Scranton	9.5	9.7	9.4
East North-Central:			
Chicago	7.1	8.1	9.0
Cincinnati	7.3	9.4	9.5
Cleveland	7.6	8.3	8.6
Columbus	8.2	9.1	9.3
Detroit	7.4	7.9	8.1
Indianapolis	7.3	7.8	9.2
Milwaukee	7.7	7.6	9.8
Peoria	7.9	9.1	9.3
Springfield, Ill	8.7	9.6	9.0
West North-Central:			
Cedar Rapids	8.6	9.3	8.8
Kansas City	8.9	9.4	9.4
Minneapolis	8.4	8.9	9.3
Omaha	8.6	9.3	8.9
St. Louis	8.8	9.2	9.6
St. Paul	8.5	9.0	9.3
Sioux Falls	7.7	7.8	7.8
Wichita	7.6	8.0	9.3
South Atlantic:			
Atlanta	9.0	9.4	8.9
Baltimore	9.0	9.6	9.5
Charleston, S. C	9.3	9.8	10.0
Columbia, S. C	9.7	9.6	9.8
Jacksonville	9.7	10.1	10.0
Norfolk	8.6	9.4	9.2
Richmond	8.6	9.3	9.5
Savannah	9.5	10.0	10.5
Washington, D. C	8.3	9.1	9.2
Winston-Salem	10.9	11.7	11.2
East South-Central:			
Birmingham	9.7	10.0	10.0
Jackson, Miss	9.5	9.3	9.3
Knoxville	9.0	10.1	10.7
Louisville	7.4	8.0	8.5
Memphis	8.7	9.1	9.3
Mobile	9.3	10.0	10.0
West South-Central:			
Dallas	5.8	7.6	5.4
El Paso	8.1	10.0	9.7
Houston	7.4	8.7	8.6
Little Rock	9.7	9.9	9.8
New Orleans	8.2	8.7	9.7
Oklahoma City	8.3	9.5	9.6
Mountain:			
Albuquerque	—	—	—
Butte	9.7	9.7	9.8
Denver	7.9	9.6	8.1
Salt Lake City	7.0	9.4	6.8
Tucson	9.8	11.2	10.0
Pacific:			
Los Angeles	7.5	9.3	8.0
Portland, Oreg	9.1	10.0	9.2
San Francisco	9.3	9.0	8.9
Seattle	9.1	9.9	9.0
Spokane	—	—	—

Bread

AVERAGE retail prices of white and rye bread remained unchanged between February 25 and March 10. Whole-wheat bread dropped 0.1 cent per pound loaf.

DALLAS, TEXAS, was the only city to show a major change in the price of white bread. Here a "bread war" resulted in a 3-cent decrease in price to 5.8 cents per pound loaf. As a result of this decline, Dallas had the lowest bread price of the 60 reporting cities on March 10.

DECREASES in white bread prices were reported for 16 other cities, while increases occurred in 5. In each case the changes were moderate. The increases were only 0.1 cent per pound loaf, while the decreases were 0.1 cent or 0.2 cent per pound loaf.

ESTIMATED ingredient costs in a pound loaf of white bread showed no change during the 2 weeks under review. The cost of sugar and lard shortening in a pound loaf decreased slightly when wholesale prices of these ingredients dropped. However, this decrease was offset by a slight increase in wholesale flour prices.

DROP in the cost of all ingredients in a pound loaf of bread between December 31, 1935 and March 10, 1936, was about 0.5 cent. White bread prices have declined an average of only 0.3 cent per pound during the same time interval.

Cereal Products

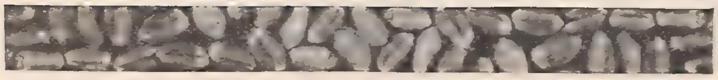
FLOUR remained unchanged in price from February 25 to March 10. Macaroni dropped 0.1 cent a pound and wheat cereal the same amount per package.

WHOLESALE flour prices did not fluctuate materially during the first half of March. Large purchasers were waiting for lower flour prices. As a result they bought only enough to cover immediate needs.

ALL indications point to a large wheat crop this year. Reports from farmers on March 1 show that they intend to plant 22,440,000 acres of spring wheat. This is about a 20-percent increase in acreage over 1935 and about 10 percent above the 1928-32 average.

PROSPECTS for winter wheat production are still uncertain. This wheat is now growing and the exact effect of cold weather and dust storms upon the size of the crop is unknown. Trade agencies have forecast a crop of around 525 million bushels. This compares with 433 million bushels in 1935. A large spring and winter wheat crop will mean lower domestic prices and an exportable surplus.

FARMERS' cash income from wheat dropped more than seasonally from January to February. Lower farm prices and smaller marketings caused this drop. On February 15, farm prices of wheat were 91.9 cents a bushel compared with 93 cents in January and 87.9 cents in February 1935.



Average Retail Prices, March 10, 1936 (cents)

Markets	Flour (lb.)	Macaroni (lb.)	Wheat cereal (28-oz. pkg.)
United States	4.8	14.8	24.0
New England:			
Boston	4.6	14.4	23.7
Bridgeport	5.6	16.5	25.4
Fall River	5.0	15.6	21.7
Manchester	5.0	16.6	25.8
New Haven	5.3	15.5	24.2
Portland, Maine	4.7	16.2	23.6
Providence	4.9	13.8	20.3
Middle Atlantic:			
Binghamton	—	—	—
Buffalo	4.9	16.7	24.3
Newark	5.1	15.3	23.5
New York	5.3	16.3	23.4
Philadelphia	4.7	14.8	24.9
Pittsburgh	4.4	14.6	23.5
Rochester	5.1	14.2	22.7
Scranton	4.9	15.4	24.2
East North-Central:			
Chicago	4.9	13.0	25.5
Cincinnati	4.6	14.9	22.6
Cleveland	4.8	14.8	23.4
Columbus	4.2	16.3	22.4
Detroit	4.8	14.0	23.6
Indianapolis	4.2	14.8	25.8
Milwaukee	4.5	13.3	24.5
Peoria	4.8	12.3	26.3
Springfield, Ill	5.4	12.0	27.1
West North-Central:			
Cedar Rapids	4.8	15.7	23.7
Kansas City	4.3	15.9	23.4
Minneapolis	4.8	13.9	22.1
Omaha	4.4	18.2	24.5
St. Louis	4.8	15.9	26.2
St. Paul	4.8	13.4	23.4
Sioux Falls	4.2	12.2	26.7
Wichita	4.1	13.3	24.5
South Atlantic:			
Atlanta	5.1	16.6	24.7
Baltimore	4.7	14.6	22.9
Charleston, S. C	5.4	15.1	24.4
Columbia, S. C	4.8	18.1	29.0
Jacksonville	5.4	14.1	26.2
Norfolk	4.9	15.1	25.3
Richmond	4.8	14.7	24.4
Savannah	5.0	15.3	25.0
Washington, D. C	5.1	15.2	23.2
Winston-Salem	3.9	17.7	30.1
East South-Central:			
Birmingham	4.7	13.0	25.3
Jackson, Miss	5.4	18.3	29.3
Knoxville	4.8	12.7	30.0
Louisville	4.4	12.7	25.5
Memphis	5.7	14.0	28.0
Mobile	4.7	16.5	25.5
West South-Central:			
Dallas	4.8	15.8	26.2
El Paso	5.6	17.7	28.5
Houston	4.5	12.0	22.9
Little Rock	4.5	15.8	29.8
New Orleans	5.9	9.1	24.2
Oklahoma City	5.8	14.8	28.7
Mountain:			
Albuquerque	—	—	—
Butte	4.3	16.0	25.6
Denver	3.7	16.1	23.5
Salt Lake City	3.7	17.2	25.3
Tucson	4.4	16.2	25.8
Pacific:			
Los Angeles	4.3	14.2	23.8
Portland, Oreg	4.6	17.2	24.9
San Francisco	4.9	15.5	23.7
Seattle	4.6	17.4	26.0
Spokane	—	—	—

Average Retail Prices, March 10, 1936 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	32.9	29.4	22.5
New England:			
Boston	39.1	31.8	26.1
Bridgeport	38.8	32.0	25.2
Fall River	40.2	29.1	24.8
Manchester	40.7	28.7	23.5
New Haven	39.2	31.8	26.1
Portland, Maine	36.8	29.6	20.5
Providence	39.4	33.2	27.7
Middle Atlantic:			
Binghamton	—	—	—
Buffalo	28.7	26.3	21.2
Newark	37.2	29.7	20.7
New York	35.6	32.3	22.7
Philadelphia	35.9	33.1	24.4
Pittsburgh	30.5	27.0	20.4
Rochester	29.2	25.4	21.2
Scranton	33.2	30.0	24.7
East North-Central:			
Chicago	32.3	31.9	24.6
Cincinnati	33.7	29.8	23.3
Cleveland	28.4	28.9	22.1
Columbus	34.0	28.0	23.1
Detroit	32.9	29.1	23.1
Indianapolis	32.0	25.8	21.4
Milwaukee	30.4	26.6	23.2
Peoria	30.5	24.6	20.5
Springfield, Ill	31.0	23.2	20.4
West North-Central:			
Cedar Rapids	26.4	19.8	18.2
Kansas City	28.7	26.1	19.6
Minneapolis	29.9	27.4	22.3
Omaha	28.1	22.9	19.3
St. Louis	33.3	26.4	21.1
St. Paul	28.4	26.2	21.6
Sioux Falls	26.0	18.9	17.9
Wichita	30.7	20.9	15.9
South Atlantic:			
Atlanta	34.3	28.6	21.8
Baltimore	31.2	28.0	22.1
Charleston, S. C	29.5	27.0	19.3
Columbia, S. C	28.1	20.7	18.5
Jacksonville	30.7	27.0	20.7
Norfolk	31.5	27.6	20.2
Richmond	32.1	27.7	20.6
Savannah	28.5	25.9	18.1
Washington, D. C.	34.8	27.5	21.3
Winston-Salem	30.9	25.6	21.6
East South-Central:			
Birmingham	32.9	28.4	19.9
Jackson, Miss	29.0	22.3	17.0
Knoxville	29.3	23.4	20.6
Louisville	32.0	24.6	21.4
Memphis	33.3	22.3	17.4
Mobile	30.3	21.5	16.2
West South-Central:			
Dallas	33.8	29.5	19.7
El Paso	30.1	24.1	17.6
Houston	31.0	25.6	17.8
Little Rock	31.0	26.1	19.9
New Orleans	30.9	28.2	19.3
Oklahoma City	32.3	20.7	16.7
Mountain:			
Albuquerque	—	—	—
Butte	25.3	21.4	17.8
Denver	29.2	23.7	19.4
Salt Lake City	28.9	23.9	19.9
Tucson	34.1	34.1	23.0
Pacific:			
Los Angeles	30.7	26.4	19.6
Portland, Oreg	25.1	21.2	17.0
San Francisco	30.1	26.5	18.4
Seattle	29.0	25.2	18.9
Spokane	—	—	—

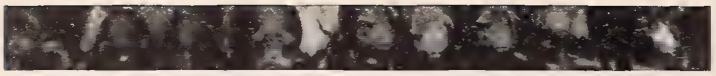
Beef

ALL meats dropped rather substantially in price from February 25 to March 10. Round steak fell off 0.7 cent a pound, rib roast 0.4 cent, and chuck roast 0.4 cent. Prices of other beef cuts also declined.

RETAIL beef prices may go up a little in March but probably not to the high levels of January. There was some rise in wholesale prices of beef steers and of dressed beef during the first 3 weeks in March. This followed a substantial drop in prices during February. The low point in wholesale prices of beef steers was reached during the last week in February and prices advanced about 60 cents a hundred pounds during the first 3 weeks in March. The low point in wholesale prices of dressed beef was reached during the first week in March and prices increased about 1 cent a pound during the 2 weeks following.

CATTLE supplies are expected to continue relatively large for the next 2 or 3 months, especially those of the medium and lower grades. Supplies of the best grades of beef cattle have not been very plentiful recently but prices of good grades as well as the poorer grades dropped substantially in January and February.

INSPECTED slaughter of cattle at seven large markets in February was 13 percent larger than for the same month in 1935 and 19 percent above the 5-year February average. Slaughter of calves in February was 4 percent greater than a year ago and 9 percent above the 5-year average.



Pork Products

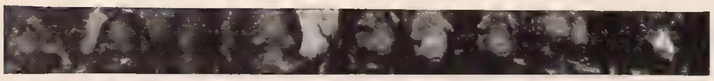
HOG PRODUCTS dropped in price substantially during the 2 weeks ended March 10. Chops declined 1.0 cent a pound, lard 0.3 cent a pound, and whole smoked ham 0.4 cent a pound.

RETAIL prices of hog products, like those of beef, may recover somewhat during the month of March. The drop in these prices was abrupt in January and February and the trend of wholesale markets indicates that a temporary low may have been reached about the first of March. Low point in wholesale hog prices was reached in the last week of February. These prices recovered about 30 cents a hundred pounds during the first 3 weeks in March.

ALTHOUGH there may be a temporary rise in retail prices of hog products in March the trend during the next 3 months is likely to be downward due to a seasonal increase in slaughter resulting from the marketing of the 1935 fall pig crop. Indications are that this crop of pigs will be about 31 percent larger than the crop last year.

NUMBER of hogs slaughtered in February under Federal inspection was 3.7 percent less than the very small slaughter of February last year but heavier weights this year more than offset the smaller number of hogs slaughtered. The average weight of the hogs slaughtered in the seven markets was 228 pounds compared with 218 pounds in February 1935.

HOG prices to producers have been very high compared with the price of corn. A favorable price ratio of this kind almost always leads to a substantial increase in the production of hogs and the present situation will undoubtedly encourage hog producers to expand production as rapidly as possible.



Average Retail Prices, March 10, 1936 (cents)

Markets	Chops (lb.)	Lard (lb.)	Whole smoked ham (lb.)
United States	32.1	16.2	30.8
New England:			
Boston	31.4	16.0	31.4
Bridgeport	32.5	16.0	30.5
Fall River	31.7	15.2	33.9
Manchester	31.9	15.9	33.6
New Haven	33.4	16.5	32.4
Portland, Maine	30.1	14.7	31.5
Providence	32.6	14.7	31.6
Middle Atlantic:			
Binghamton	—	—	—
Buffalo	33.5	14.8	29.4
Newark	33.4	16.1	31.0
New York	32.9	17.7	31.5
Philadelphia	33.8	15.7	31.2
Pittsburgh	32.6	15.7	30.4
Rochester	32.5	15.5	29.8
Scranton	32.7	16.8	29.3
East North-Central:			
Chicago	33.0	17.1	31.0
Cincinnati	34.1	17.3	29.5
Cleveland	31.0	18.3	30.6
Columbus	32.7	17.9	29.4
Detroit	36.3	15.7	31.9
Indianapolis	30.0	14.7	29.1
Milwaukee	30.5	15.6	29.8
Peoria	30.1	17.3	32.4
Springfield, Ill	30.7	16.1	30.7
West North-Central:			
Cedar Rapids	26.8	15.7	29.6
Kansas City	29.6	15.9	32.0
Minneapolis	31.3	15.1	30.4
Omaha	28.4	15.8	30.1
St. Louis	31.6	15.5	29.5
St. Paul	28.9	15.3	29.7
Sioux Falls	27.8	16.7	31.0
Wichita	28.4	15.4	29.0
South Atlantic:			
Atlanta	30.5	14.9	28.5
Baltimore	30.9	15.3	30.5
Charleston, S. C	28.7	19.5	30.7
Columbia, S. C	27.5	16.3	29.4
Jacksonville	28.2	18.9	29.8
Norfolk	28.2	15.6	30.4
Richmond	29.8	14.3	30.8
Savannah	26.9	19.6	28.8
Washington, D. C	31.6	14.0	29.9
Winston-Salem	30.3	18.7	31.8
East South-Central:			
Birmingham	28.1	14.7	29.5
Jackson, Miss	27.5	15.8	26.9
Knoxville	29.8	18.8	30.3
Louisville	30.0	15.4	27.0
Memphis	30.2	15.3	29.6
Mobile	26.6	17.3	29.9
West South-Central:			
Dallas	30.7	20.5	31.5
El Paso	27.9	16.3	30.3
Houston	28.5	15.3	28.2
Little Rock	28.8	16.1	31.0
New Orleans	28.9	15.2	30.2
Oklahoma City	29.3	15.5	30.9
Mountain:			
Albuquerque	—	—	—
Butte	30.5	19.0	30.1
Denver	28.9	17.6	31.7
Salt Lake City	31.6	18.7	32.6
Tucson	33.4	19.0	32.2
Pacific:			
Los Angeles	37.9	15.1	31.1
Portland, Oreg	30.1	18.2	31.8
San Francisco	35.4	17.0	33.7
Seattle	33.5	17.6	33.0
Spokane	—	—	—

Average Retail Prices, March 10, 1936 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States	27.7	12.8	21.5
New England:			
Boston	25.5	13.1	18.4
Bridgeport	27.5	11.2	20.7
Fall River	27.2	10.5	20.0
Manchester	27.7	14.9	21.8
New Haven	27.1	12.3	23.4
Portland, Maine	26.4	15.2	20.7
Providence	26.3	13.1	20.1
Middle Atlantic:			
Binghamton	—	—	—
Buffalo	25.6	13.0	22.2
Newark	27.5	14.5	23.1
New York	28.2	12.6	19.9
Philadelphia	28.9	10.0	20.1
Pittsburgh	28.3	14.8	22.7
Rochester	25.9	14.0	22.6
Scranton	30.3	12.2	24.0
East North-Central:			
Chicago	27.3	12.7	23.7
Cincinnati	30.2	16.1	24.1
Cleveland	29.0	13.3	27.5
Columbus	31.0	17.2	27.0
Detroit	30.1	16.7	27.4
Indianapolis	30.7	13.5	22.8
Milwaukee	29.5	13.3	24.8
Peoria	29.2	15.0	23.1
Springfield, Ill	28.8	14.4	22.3
West North-Central:			
Cedar Rapids	27.9	12.5	21.8
Kansas City	26.5	16.2	21.4
Minneapolis	27.2	11.5	22.9
Omaha	25.5	9.8	19.3
St. Louis	27.9	17.6	23.6
St. Paul	25.8	11.6	22.4
Sioux Falls	26.3	8.8	20.0
Wichita	27.8	12.8	19.2
South Atlantic:			
Atlanta	26.7	15.4	21.3
Baltimore	27.8	15.4	23.4
Charleston, S. C	28.9	15.0	20.8
Columbia, S. C	28.0	15.8	19.5
Jacksonville	27.1	13.4	20.9
Norfolk	27.1	12.2	17.5
Richmond	28.2	15.3	23.0
Savannah	28.2	14.1	21.0
Washington, D. C	27.3	12.4	23.0
Winston-Salem	32.9	15.0	23.7
East South-Central:			
Birmingham	30.0	11.5	21.1
Jackson, Miss	24.1	14.7	15.3
Knoxville	31.8	15.0	23.0
Louisville	31.2	18.5	23.8
Memphis	27.0	14.0	18.8
Mobile	29.0	12.7	20.5
West South-Central:			
Dallas	28.4	13.1	18.6
El Paso	26.6	13.9	19.2
Houston	30.6	13.5	20.1
Little Rock	27.6	13.7	20.0
New Orleans	27.0	13.8	17.1
Oklahoma City	29.5	15.0	23.3
Mountain:			
Albuquerque	—	—	—
Butte	27.6	13.7	22.5
Denver	24.9	12.3	20.9
Salt Lake City	28.2	12.8	22.5
Tucson	30.7	16.3	26.5
Pacific:			
Los Angeles	26.8	12.0	19.5
Portland, Oreg	26.1	12.3	21.4
San Francisco	29.8	12.4	20.1
Seattle	28.1	13.8	23.2
Spokane	—	—	—

Lamb

NO change was reported in the average price of leg of lamb during the 2 weeks ending March 10 but prices of other lamb cuts dropped. Prices of breast of lamb and of square chuck each dropped one-half cent a pound.

DECREASE in the price of lamb was about in line with the drop in the prices of beef and hog products. There is nothing in the present situation to indicate a very substantial change either up or down in lamb prices during the next 2 months.

SUPPLIES of lambs continued fairly large in February, receipts at seven leading markets being 2 percent larger than in February 1935, and inspected slaughter being 15 percent larger than in the previous February and 6 percent above the 5-year average.

NEW crop of lambs from California and Arizona is expected to come to market sometime earlier than usual. Feed conditions in those States have been favorable and the early lamb crop is likely to be larger than last year. The early lamb crop in Texas also will probably be greater than a year ago and the generally good feed situation throughout the principal sheep area of Texas points to a heavier marketing of early lambs and of grass-fat sheep and yearlings during April, May, and June than during the same months in the preceding 2 years. On the other hand the early lamb crop in the Pacific northwest and in the southeastern States was reduced by the unfavorable weather in January and February.

Poultry and Eggs

EGG and poultry prices both decreased from February 25 to March 10. The price of eggs declined sharply 5.8 cents per dozen while hen prices were 0.1 cent a pound lower.

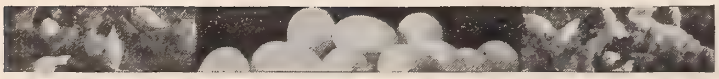
THE current drop in egg prices more than offset the sharp price increase which occurred during February. As pointed out in the last issue of the GUIDE, the latter was temporary, resulting from curtailed production and supplies. Due to extreme weather conditions in the North Central and Rocky Mountain States, the number of eggs laid per hen on March 1 was the lowest in 10 years.

FARM FLOCKS on March 1 were slightly larger than on March 1, 1935. With better weather, production and shipments are likely to exceed those in the spring and summer of last year.

WHOLESALE prices of "extra" grade eggs in New York dropped 15 cents per dozen because of increased receipts during the 3 weeks from February 22 to March 14. On that date they reached the lowest point since August 1934. As a result of this decline, a still further drop in retail egg prices should be expected.

FARMERS did not benefit materially from the sharp fluctuations in retail and wholesale prices during January and February. Cash income from eggs declined more than seasonally from January to February. The smaller volume marketed more than offset the increase in farm prices of eggs from 22.8 to 23.8 cents per dozen from January 15 to February 15.

STORAGE stocks of poultry on March 1 were low, being 85,800,000 pounds compared with 106,800,000 pounds a year ago.



Average Retail Prices, March 10, 1936 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States	32.6	34.8
New England:		
Boston	32.0	41.1
Bridgeport	33.4	44.7
Fall River	30.0	41.1
Manchester	33.8	39.4
New Haven	33.5	40.8
Portland, Maine	33.5	38.7
Providence	31.3	42.2
Middle Atlantic:		
Binghamton	—	—
Buffalo	32.6	35.9
Newark	34.5	40.6
New York	33.0	41.7
Philadelphia	34.7	37.0
Pittsburgh	31.1	34.1
Rochester	31.7	36.6
Scranton	33.6	35.5
East North-Central:		
Chicago	33.7	34.6
Cincinnati	36.2	29.6
Cleveland	36.0	31.8
Columbus	30.8	30.1
Detroit	34.2	33.4
Indianapolis	30.5	26.8
Milwaukee	30.3	29.6
Peoria	31.8	32.4
Springfield, Ill	29.5	26.1
West North-Central:		
Cedar Rapids	26.8	24.3
Kansas City	29.1	28.4
Minneapolis	31.8	30.0
Omaha	28.3	26.9
St. Louis	31.1	29.8
St. Paul	31.3	30.4
Sioux Falls	26.3	21.0
Wichita	29.2	22.9
South Atlantic:		
Atlanta	26.2	27.2
Baltimore	35.3	32.8
Charleston, S. C	28.6	28.7
Columbia, S. C	25.7	25.3
Jacksonville	29.5	30.9
Norfolk	30.3	30.0
Richmond	31.9	31.4
Savannah	25.2	24.8
Washington, D. C	36.7	37.2
Winston-Salem	29.4	31.3
East South-Central:		
Birmingham	24.6	23.0
Jackson, Miss	23.7	23.0
Knoxville	27.8	25.6
Louisville	30.2	27.8
Memphis	27.3	23.6
Mobile	24.4	20.3
West South-Central:		
Dallas	27.9	28.8
El Paso	28.8	32.8
Houston	31.3	24.0
Little Rock	25.5	26.4
New Orleans	28.4	24.5
Oklahoma City	23.7	24.7
Mountain:		
Albuquerque	—	—
Butte	27.8	35.1
Denver	29.7	32.2
Salt Lake City	30.9	30.8
Tucson	31.7	31.8
Pacific:		
Los Angeles	35.2	24.4
Portland, Oreg	26.6	23.7
San Francisco	35.6	26.4
Seattle	30.6	28.5
Spokane	—	—

Average Retail Prices, March 10, 1936 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States	2.4	4.1	3.8
New England:			
Boston	2.4	4.2	4.2
Bridgeport	2.1	4.4	4.0
Fall River	2.1	4.1	3.7
Manchester	2.1	4.8	4.4
New Haven	2.3	4.5	4.6
Portland, Maine	2.1	4.9	3.6
Providence	2.1	4.0	3.5
Middle Atlantic:			
Binghamton	—	—	—
Buffalo	1.9	3.9	3.0
Newark	2.4	4.4	3.8
New York	2.6	4.5	4.4
Philadelphia	2.5	3.5	3.1
Pittsburgh	2.1	3.8	3.5
Rochester	1.7	3.7	3.4
Scranton	2.1	3.6	4.1
East North-Central:			
Chicago	2.5	4.2	4.0
Cincinnati	2.6	4.6	4.0
Cleveland	2.4	4.0	3.9
Columbus	1.7	4.0	4.2
Detroit	1.9	3.7	3.6
Indianapolis	2.1	4.1	3.2
Milwaukee	1.8	3.9	3.8
Peoria	2.1	4.8	4.3
Springfield, Ill	2.3	4.5	4.3
West North-Central:			
Cedar Rapids	2.2	4.3	4.2
Kansas City	2.3	5.7	3.3
Minneapolis	2.2	4.2	4.1
Omaha	2.1	5.0	4.1
St. Louis	2.5	4.3	3.6
St. Paul	2.0	4.5	4.6
Sioux Falls	2.1	4.8	4.4
Wichita	1.9	4.0	3.2
South Atlantic:			
Atlanta	2.7	4.2	3.1
Baltimore	2.2	3.9	4.4
Charleston, S. C	2.5	5.0	3.6
Columbia, S. C	2.9	5.5	3.8
Jacksonville	2.2	4.3	2.7
Norfolk	2.6	4.8	4.7
Richmond	2.5	4.6	4.2
Savannah	2.3	4.4	3.4
Washington, D. C	2.4	4.2	4.0
Winston-Salem	2.8	5.3	3.6
East South-Central:			
Birmingham	2.6	4.9	2.8
Jackson, Miss	2.8	4.8	3.6
Knoxville	2.5	5.2	3.8
Louisville	2.5	4.1	3.7
Memphis	2.5	4.0	2.1
Mobile	2.3	4.1	3.2
West South-Central:			
Dallas	3.5	5.5	3.4
El Paso	2.5	4.6	3.1
Houston	3.2	4.3	1.9
Little Rock	2.4	3.9	2.8
New Orleans	2.6	4.4	3.4
Oklahoma City	2.7	5.1	3.2
Mountain:			
Albuquerque	—	—	—
Butte	2.0	4.2	6.4
Denver	2.2	4.0	3.8
Salt Lake City	1.8	3.3	4.5
Tucson	2.5	4.9	2.3
Pacific:			
Los Angeles	2.7	4.0	2.4
Portland, Oreg	2.5	3.1	4.8
San Francisco	2.7	3.9	6.5
Seattle	2.7	3.4	4.9
Spokane	—	—	—

Vegetables
(fresh)

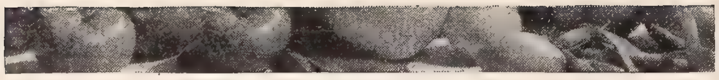
CABBAGE declined 0.4 cent per pound and onion prices 0.2 cent per pound from February 25 to March 10. Potato prices remained unchanged.

SHARP DECREASES in cabbage prices resulted from heavy marketings of new cabbage and the poor quality of the old crop. Shipments of cabbage up to March 21 were well ahead of last year's movement. Texas is supplying most of the cabbage. By March 21 it had shipped about 2½ times as much as in the entire last season. Prices at Texas shipping points were extremely low in March and toward the end of the month growers were curtailing shipments.

POTATO PRICES remained steady during March and no price change is expected during the month. The supply of old potatoes is low. New potatoes are coming to market in larger quantities but the movement is still behind last year. Potato arrivals from Florida during the first 2 weeks of March were showing the effects of bad weather, and included much decayed stock. Florida is the only State shipping new potatoes now.

POTATO ACREAGE for harvest in 1936 is expected to be 3,160,200 acres, which would be the lowest since 1930, but with average yields the crop on such an acreage should be about the same as last year. In 1935, 3,270,800 acres of potatoes were harvested but the yield per acre was light.

ONION PRICES decreased during the first 2 weeks of March because of slow demand and the poor quality of the onions. Warm weather has caused much of the storage stock to sprout. Texas should start shipping new onions shortly.



Vegetables (fresh)

SPINACH prices declined 0.9 cent a pound and carrots 0.3 cent a bunch from February 25 to March 10. Lettuce increased 0.3 cent a head.

PRICE MOVEMENTS of these vegetables were seasonal. This year's heavy spinach crop moved to markets in large quantities during the last week in February and the first week in March. Shipments continued heavy during that month and by March 21 they were almost equal to the total for all of last season. Texas is providing most of the spinach on the market, shipping almost twice as much each week in this March as it did last year.

MOST of the lettuce coming to market now is from Arizona. Imperial Valley shipments were practically ended by the last week in February. Heavy movements of Arizona lettuce did not start until the second week in March. Receipts during the first 10 days of March were low.

CALIFORNIA spring lettuce is not expected to move in volume until April. Wet weather retarded growth in February, but the crop is now in good condition and should prove fair quality lettuce.

PRODUCTION of spring lettuce in the second early States is expected to be slightly larger than last spring's crop and 22 percent above the 1928-32 average.

Average Retail Prices, March 10, 1936 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States	7.9	6.9	5.6
New England:			
Boston	8.4	7.0	6.0
Bridgeport	9.2	7.5	7.0
Fall River	7.5	7.4	5.3
Manchester	9.5	7.2	6.1
New Haven	8.2	8.1	6.4
Portland, Maine	9.4	6.7	6.8
Providence	8.1	6.2	6.0
Middle Atlantic:			
Binghamton	—	—	—
Buffalo	7.7	6.8	5.8
Newark	9.3	8.1	6.9
New York	9.8	8.0	6.9
Philadelphia	8.6	7.1	5.9
Pittsburgh	8.5	6.6	5.2
Rochester	8.8	7.7	4.9
Scranton	8.6	7.3	6.1
East North-Central:			
Chicago	7.9	8.2	6.2
Cincinnati	7.5	7.0	5.4
Cleveland	8.1	6.0	6.0
Columbus	10.3	9.1	4.8
Detroit	8.1	6.7	5.7
Indianapolis	8.8	7.5	5.6
Milwaukee	7.6	7.3	5.7
Peoria	7.0	7.7	6.4
Springfield, Ill	7.6	8.0	6.4
West North-Central:			
Cedar Rapids	7.8	10.0	6.0
Kansas City	7.3	7.4	5.7
Minneapolis	7.8	9.1	6.1
Omaha	7.6	8.8	5.6
St. Louis	8.5	5.3	5.1
St. Paul	8.9	8.5	6.4
Sioux Falls	7.7	9.2	6.4
Wichita	6.6	7.6	5.0
South Atlantic:			
Atlanta	6.9	7.2	6.3
Baltimore	9.5	9.1	6.7
Charleston, S. C	9.5	9.4	6.5
Columbia, S. C	9.7	10.7	9.3
Jacksonville	8.0	9.0	5.8
Norfolk	9.0	7.5	7.2
Richmond	8.4	9.4	7.8
Savannah	8.2	7.7	8.0
Washington, D. C	8.6	7.9	7.1
Winston-Salem	10.5	10.5	8.3
East South-Central:			
Birmingham	7.1	7.3	5.8
Jackson, Miss	5.0	7.8	5.1
Knoxville	6.2	12.6	7.6
Louisville	7.7	8.4	6.0
Memphis	5.6	5.8	5.2
Mobile	7.9	7.2	5.3
West South-Central:			
Dallas	6.8	8.0	5.0
El Paso	4.6	4.6	3.1
Houston	5.3	6.1	4.1
Little Rock	5.5	5.4	4.8
New Orleans	6.5	4.9	3.6
Oklahoma City	6.7	8.3	5.2
Mountain:			
Albuquerque	—	—	—
Butte	10.0	11.2	6.8
Denver	8.0	6.3	5.6
Salt Lake City	9.1	7.1	4.6
Tucson	4.4	3.6	2.0
Pacific:			
Los Angeles	6.8	3.0	2.9
Portland, Oreg	7.2	9.6	5.2
San Francisco	4.7	5.1	2.5
Seattle	7.1	8.7	5.1
Spokane	—	—	—

Average Retail Prices, March 10, 1936 (cents)

Markets	Apples (lb.)	Bananas (doz. lb.*)	Oranges (doz.)
United States	5.4	*6.4	30.9
New England:			
Boston	5.5	*6.3	32.5
Bridgeport	5.6	*6.3	35.5
Fall River	5.3	*6.7	35.5
Manchester	4.7	*6.4	36.4
New Haven	5.1	21.7	33.8
Portland, Maine	4.8	*7.3	32.5
Providence	5.4	*6.1	35.7
Middle Atlantic:			
Binghamton	—	—	—
Buffalo	4.1	23.8	30.9
Newark	6.0	22.1	32.5
New York	6.3	23.8	34.5
Philadelphia	4.7	21.0	32.7
Pittsburgh	4.8	22.4	33.8
Rochester	4.2	23.5	33.1
Scranton	4.5	20.0	32.7
East North-Central:			
Chicago	6.1	*7.0	34.7
Cincinnati	5.6	*6.3	31.0
Cleveland	5.5	*6.3	36.5
Columbus	4.7	*6.7	35.2
Detroit	5.4	*6.0	34.4
Indianapolis	4.8	*7.0	32.8
Milwaukee	5.4	*6.5	30.5
Peoria	6.2	*6.6	32.7
Springfield, Ill	5.3	*6.9	36.8
West North-Central:			
Cedar Rapids	5.0	*7.7	33.2
Kansas City	5.6	*7.2	35.5
Minneapolis	6.9	*7.5	33.5
Omaha	6.0	*8.0	30.7
St. Louis	6.0	*6.5	31.5
St. Paul	6.4	*8.0	34.3
Sioux Falls	5.1	*7.9	25.3
Wichita	5.2	*7.9	33.6
South Atlantic:			
Atlanta	5.8	21.0	24.7
Baltimore	5.2	20.3	32.2
Charleston, S. C	6.2	20.3	23.0
Columbia, S. C	5.1	23.5	26.4
Jacksonville	5.4	17.5	23.3
Norfolk	5.2	24.5	33.4
Richmond	5.6	24.9	30.9
Savannah	4.7	20.7	21.1
Washington, D. C	4.9	23.5	33.3
Winston-Salem	4.9	*6.1	27.0
East South-Central:			
Birmingham	4.4	*5.4	26.5
Jackson, Miss	6.9	*5.4	29.8
Knoxville	4.7	*5.6	26.4
Louisville	5.0	*6.7	28.5
Memphis	5.2	*5.8	26.3
Mobile	5.8	17.2	27.0
West South-Central:			
Dallas	6.9	*6.1	35.3
El Paso	6.1	*5.6	24.5
Houston	—	19.6	30.4
Little Rock	5.7	*5.8	35.2
New Orleans	—	*4.2	29.6
Oklahoma City	4.9	*7.0	36.0
Mountain:			
Albuquerque	—	—	—
Butte	6.0	*9.5	33.4
Denver	5.8	*8.1	29.8
Salt Lake City	5.3	*7.7	24.3
Tucson	5.7	*5.5	—
Pacific:			
Los Angeles	7.0	*6.2	13.7
Portland, Oreg	4.2	*7.7	31.6
San Francisco	4.6	22.4	28.0
Seattle	4.1	*6.8	25.8
Spokane	—	—	—

Fruit

ORANGE PRICES stepped up 0.2 cent a dozen and banana prices 3.2 cents a pound during the 2 weeks from February 25 to March 10. Apple prices remained unchanged.

THIS is the season for increasing orange prices, due partly to increased demand for oranges by consumers. The demand for oranges reaches its peak in May and then declines to a low around July. In July many varieties of fruits are available and these replace the higher-priced oranges.

CALIFORNIA valencia or summer oranges will start moving to market in April and May. The crop this year will be 7 million boxes smaller than last year but it will be the second largest on record. The total orange crop for the 1935-36 marketing season is below last year's record crop, but it will be above average.

THE apple market during March was weak and demand for apples slow. During the first week in March the trend in wholesale apple prices was slightly downward for no special reason except the large supply of fruit which is nearing the end of its keeping season. Storage holdings are fairly large for so late in the season.

STRAWBERRIES are now increasing in supply and selling at lower prices. Heavy rains in Florida have reduced crop prospects and the yield there is expected to be about 15 percent below last year. Louisiana production is expected to be about one-third larger than last year but still a little less than average. Louisiana supplies about one-half of the early strawberry crop.

Average Retail Prices, March 10, 1936 (cents)

Markets	Corn #2 can	Peas #2 can	Tomatoes #2 can (#2½*)	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can
United States	11.3	15.9	9.3	17.9	22.3	22.3
New England:						
Boston	12.7	16.4	11.4	18.1	22.8	21.9
Bridgeport	13.5	19.0	11.3	19.6	24.8	23.2
Fall River	10.5	17.6	9.4	17.7	21.8	22.3
Manchester	12.3	16.6	10.4	20.1	23.7	23.6
New Haven	13.3	16.9	10.9	19.7	23.9	23.1
Portland, Maine	12.3	16.2	10.2	20.1	24.6	23.8
Providence	10.7	18.0	9.3	17.6	20.0	21.7
Middle Atlantic:						
Binghamton	—	—	—	—	—	—
Buffalo	12.0	16.0	9.7	19.2	23.8	23.0
Newark	11.2	15.2	9.0	16.5	20.3	21.1
New York	11.7	15.6	9.4	17.0	20.4	20.9
Philadelphia	10.8	14.4	9.0	16.5	19.5	20.4
Pittsburgh	10.7	15.7	9.6	17.1	22.3	22.2
Rochester	12.1	16.0	10.2	19.6	23.8	23.0
Scranton	12.1	15.5	9.2	18.5	21.1	22.8
East North-Central:						
Chicago	11.0	14.6	10.1	21.1	24.2	24.6
Cincinnati	12.2	15.7	10.8	17.4	24.2	23.3
Cleveland	11.9	17.2	9.8	20.6	23.3	24.0
Columbus	11.4	17.1	9.7	20.2	25.4	24.8
Detroit	10.3	18.0	8.9	18.5	22.8	23.3
Indianapolis	10.2	15.7	8.9	18.2	25.7	23.1
Milwaukee	11.9	16.9	11.0	19.7	23.2	24.0
Peoria	12.8	16.4	10.6	22.3	24.7	24.5
Springfield, Ill.	12.3	18.4	10.5	21.9	26.6	24.7
West North-Central:						
Cedar Rapids	10.4	17.9	11.0	23.3	24.1	24.8
Kansas City	9.6	14.4	8.5	18.0	23.2	22.5
Minneapolis	10.6	15.6	10.4	20.6	23.7	24.7
Omaha	11.0	15.6	9.6	18.9	23.2	23.0
St. Louis	11.1	17.1	9.1	18.7	23.7	23.1
St. Paul	11.3	15.1	10.1	20.7	22.0	23.9
Sioux Falls	12.1	17.6	12.3	22.3	23.7	24.6
Wichita	10.3	17.8	8.9	17.8	21.4	21.5
South Atlantic:						
Atlanta	11.2	16.8	8.4	18.8	23.1	24.1
Baltimore	12.7	15.4	8.4	16.1	20.8	19.7
Charleston, S. C.	10.2	16.9	8.4	17.8	21.1	22.3
Columbia, S. C.	12.0	19.3	8.4	19.4	24.3	22.8
Jacksonville	11.4	15.5	8.0	18.3	22.9	22.9
Norfolk	11.1	14.0	7.7	20.2	23.7	23.9
Richmond	11.9	17.5	6.8	18.5	23.3	23.5
Savannah	11.2	17.7	8.1	18.5	23.3	22.7
Washington, D. C.	10.6	15.4	7.6	16.1	22.1	21.2
Winston-Salem	11.8	21.3	8.8	22.3	25.4	26.1
East South-Central:						
Birmingham	10.6	14.6	8.0	17.8	20.5	23.7
Jackson, Miss.	13.2	16.1	9.8	22.4	24.5	24.7
Knoxville	12.7	17.2	8.8	20.5	23.5	23.4
Louisville	11.1	15.8	9.4	19.1	24.1	22.4
Memphis	10.7	16.0	8.6	17.7	22.1	21.8
Mobile	11.6	17.5	7.7	16.1	20.2	18.9
West South-Central:						
Dallas	12.3	19.2	9.1	19.4	25.7	24.8
El Paso	13.7	19.8	9.8	18.6	23.1	22.4
Houston	10.6	15.8	7.3	15.5	20.0	20.5
Little Rock	11.1	16.0	8.5	20.1	24.0	24.2
New Orleans	11.4	18.8	8.6	17.9	23.9	22.3
Oklahoma City	9.7	21.6	9.6	20.0	24.6	24.0
Mountain:						
Albuquerque	—	—	—	—	—	—
Butte	12.2	15.7	10.5	19.3	22.4	24.5
Denver	10.7	16.3	10.0	18.9	22.4	23.2
Salt Lake City	10.8	16.8	*10.9	19.1	23.9	23.8
Tucson	10.9	15.9	*11.2	16.2	19.4	19.9
Pacific:						
Los Angeles	11.8	15.4	*11.2	14.3	18.6	18.6
Portland, Oreg.	12.2	16.6	*12.0	18.2	20.6	21.7
San Francisco	12.5	15.4	*12.3	14.3	19.1	19.6
Seattle	13.6	17.5	*13.0	18.7	20.8	21.6
Spokane	—	—	—	—	—	—

WHAT IS THE FARMERS' SHARE?

[Concluded from page 9]

these costs represent? How much, if at all, are they responsible for aggravating depressions and slowing up recovery?

PARTIAL answers to these questions are already available. The report of the Federal Trade Commission is expected to add to these answers and so sharpen our ability to solve the problem of building a better standard of living for everyone.

COOPERATION

[Concluded from page 15]

wholesale cooperative last year distributed 7 million gallons of gasoline, 108 thousand gallons of lubricating oil, 700 thousand gallons of Diesel and stove oil, and $40,000 worth of miscellaneous goods, including tires, batteries, feeds and other farm supplies.

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BUSINESS done by regional wholesale members of National Cooperatives, Inc., in 1935 amounted to over $25,000,000 and net savings made by member wholesales were close to $620,000. Approximately 1,000 retail cooperatives in 21 States are served by the 11 cooperative wholesale associations affiliated with this national organization. These associations include the Central Cooperative Wholesale, Superior, Wisconsin; Consumers' Cooperative Association, North Kansas City, Missouri; Midland Cooperative Wholesale, Minneapolis, Minnesota; Farmers' Union Central Exchange, St. Paul, Minnesota; Ohio Farm Bureau Cooperative Association, Columbus, Ohio; Indiana Farm Bureau Cooperative Association, Indianapolis; Farm Bureau Services, Lansing, Michigan; Pennsylvania Farm Bureau Cooperative Association, Harrisburg; Consumers' Cooperatives Associated, Amarillo, Texas; Pacific Supply Cooperative, Walla Walla, Washington; and Eastern Cooperative Wholesale, New York City.

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"COOPERATIVES are not an automatic method of solving problems", warns the AMERICAN FEDERATIONIST. "They require management, devotion, and time, for accounts must balance in cooperatives as in any other enterprise. Those who want to spend their incomes effectively will find cooperatives a help, provided they are looking for a cooperative way of living."

WORKERS employed in a chain of 11 consumer-owned cafeterias in New York City come in for their share of benefits. One of the rules of this cooperative is that the salary of the highest paid executive may not exceed five times that of the lowest paid employee. During the 2 years the NRA restaurant code was in effect, it is reported, this cooperative paid out $10,000 more than was required under the code provisions.

BUSINESS done by Consumers' Cooperative Services, which started 17 years ago with one small cafeteria and now has a chain of 11, two of which were opened during the depression, totals over $434,000 a year. More than 4,000 New York consumers are owners of this business. They hire their own chefs and managers, scale quality to meet their tastes and pocketbooks, and every 3 months pay themselves a dividend on food they have eaten.

★ ★ ★

AMERICAN cooperatives, many of them still in their teething period, look to Great Britain where cooperation, now 90 years old, claims a membership of 7,632,721. One out of every 7 persons in Great Britain is a member of the British Cooperative Wholesale Society which is aiming at an increase of 220,000 members this year. Goal in volume of business this year is well over one billion dollars.

★ ★ ★

FARMERS in 23 counties of Ohio have organized cooperatively for the purchase of electricity at economical prices. In two counties 533 miles of rural electric lines are already under contract and are to be completed within 150 days. Total cost of these 533 miles of line, including construction of substations, transmission, and distribution service, wires to houses, transformers attached to the poles, and meters furnished, will be $504,000, which has been borrowed on a 20-year loan from Rural Electrification Administration at 3 percent. The lines will be mortgaged to the Federal Government until paid for. Only members of the cooperative may use these lines. Current will be furnished at the rate of $4.95 for the first 100 kw.-hr. and $7.95 for the first 200 kw.-hr. To aid members to utilize this electric power in their homes and on their farms, the cooperative organization has taken steps to furnish electrical equipment of all kinds at economical figures.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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Salute to the "Wonder Bean"

> "Rain falling on overworked fields, washing through gullies, sweeping down streams and rivers, carrying rich soil out to sea, is no respecter of boundary lines or of economic classes. It is as much the concern of a consumer one thousand miles away as it is of the farmer on whose land it fell."
>
> H. R. Tolley
> Acting Administrator, AAA

MASSACHUSETTS' alert Division of Markets, reading the CONSUMERS' GUIDE report on consumer services of New Jersey's Bureau of Markets in our February 10 issue, writes us of its pioneering work in the field of consumer information looking toward better consumer-producer relationship.

BEST BUYS in seasonal or new products and other tips on ways to meet everyday food marketing problems have been published almost continuously since June 1920 in this Division's "Boston Weekly Retail Price Report."

"SINCE 1925", an officer writes, "this Division has used the radio fairly constantly for the dissemination of consumer food marketing information. In the beginning, time on the air was provided through the cooperation of the Massachusetts State Federation of Women's Clubs and a radio station. During the last few years, with the increasing number of consumer radio periods on various stations, the Division has helped by supplying data as well as speakers . . . Special consumer newspaper stories have been prepared since 1921, and for the last 2 years we have issued a regular weekly market news release under the title 'Fresh Food Facts.'"

"CHIEF AIM of this consumer information work has been to help the consumer in her marketing practices and encourage her understanding of the vast business of food production and distribution, but the Division has also striven to arouse in Massachusetts farmer-producer groups recognition of consumer needs and requirements, fragmentary as is our knowledge of them. It is said that it is easier for business to understand consumers than it is for consumers to understand business."

WE would like to add to this record of informational work for consumers by local and State governments. What is being done in your State or city?

SIGNS that consumers should find it increasingly easier to get graded canned goods in grocery stores are reaching the Department of Agriculture. More labels bearing grade designations than ever before are coming to official attention this year, they report. The biggest user of grade labels, distributing all over the country, plans to double the number of such labels this year over last. Firms which used to be content with descriptive terms are joining in the procession to the more definite "Grade A", "Grade B", and "Grade C" terms employed in the United States Department of Agriculture grades for canned goods. . . . Guessing at consumer reaction to trade practices is one of the most difficult jobs manufacturers have to do. If you find grade designations a help in selecting your canned goods, why not so write to the distributor or packer who provided you with this yardstick of value? If you want graded canned goods and can't find them, ask your grocer when he will be stocking them.

"TELL us", asks a New Jersey consumer, "if oranges that are waxed are bad for us." No, they are not. Waxing is not a very common method used by packers to treat oranges so as to prevent decay from blue mold developing on the route to market. We described blue mold in our article on "Watchwords on Waste", in the December 15, 1935, CONSUMERS' GUIDE. Waxing has no effect on the internal quality of the orange, unless to slow down the rate of evaporation which would normally take place and thereby to maintain the juiciness of the fruit. Washing oranges in a borax solution is a much more usual kind of skin treatment to accomplish the same protection against decay. A housewife who wants to make marmalade with skins which have been either waxed or washed in a borax solution can do so safely if the oranges have been thoroughly washed before skinning.

Salute to the "Wonder Bean"

Human food, forage crop, factory raw material, and soil builder .. these are the attributes of SOYBEANS, one of nature's most versatile crops.

HOU TSI, one of the gods of agriculture, according to Chinese legend, wishing to give humans a superior food, planted a soybean seed. His seed prospered and from its increase grew great crops which for more than a hundred generations have supplied a valuable source of tissue-building-and-repairing food to people who have never known the taste of cow's milk and seldom tasted meat.

CENTURIES before there were any written records, soybeans were an essential food of Orientals. Ancient Chinese books recount more than 400 ways of preparing them. Decades before we turned curious eyes on them, soybeans were used for important industrial products. To Occidentals, they now come as something like a Twentieth Century wonder.

RICHEST of all vegetables in protein, soybeans are given a white mark by nutritionists for their potential aid to consumers with small budgets who want to keep their family diets in balance.

ECONOMISTS point out that the use of soybeans in industry, laudable as it is, does not offer promise of solving the farmers' surplus problem in the immediate future. Although the 1935 crop of 5 million acres was the largest on record, it is estimated that the product of not more than 1 million acres is going into nonfood commercial uses. This use of soybeans in all industry makes up for less than 3 percent of the acreage which formerly produced feed for horses and mules, displaced by the automobile industry alone.

TO INDUSTRY soybeans are even more of a wonder bean since science has revealed the dozens of ways in which they can be used as factory raw material.

FARMERS, struggling with feed problems for their livestock, with soil impoverished by other crops, are learning the great value of this protein food for animals and the soil-building qualities of the plant in restoring nitrogen to exhausted earth.

WITHIN the century, from an almost unknown plant, American farmers have made soybeans a major crop, and production, in response to food, factory, and farm demand, is now expanding faster than with any other agricultural crop.

MORE VERSATILE a bean has never been known to science. From the seed comes meal and oil. Out of the meal can be made flour for use in infant foods, macaroni, breakfast foods, bread, and cakes. Soybean oil meal provides feeds and fertilizer for farm use. Out of the oil can be made soap, enamels, varnishes, paints, salad oils, cooking fats, linoleum, printing inks, and lubricating oils.

Green soybeans, boiled in water flavored with soy sauce or salt, are a favorite with Oriental people, young and old.

NOR does the list stop there. Lecithin—useful to bakers and confectioners—is still another valued byproduct. Celluloid, and even glycerine, can be made from soybean oil. From the dried beans come soy sauce, soups, sprouts, roasted beans, a vegetable milk in liquid, powdered, or curd form. To these and other uses science is adding constantly.

SO MULTITUDINOUS are the uses of these beans, the wonder is that they had not long ago become an important agricultural crop in this country. That development had to wait on science. Only certain types will grow in certain soils and climates. Research into these type and soil relationships takes time and money—rare resources of the average farmer.

A NEW ENGLAND clipper, back from trading along the China coast, brought the first soybeans to this country. That was in 1804. Then they were a botanical curiosity, and fashionable houses grew the beans in their gardens. From gardens to a national crop has taken over a century and a quarter.

UNION soldiers in the Civil War, lacking many of the more common foods, were given soybean "coffee", but aside from that brief emergence into the front lines, nothing much was heard of soybeans from their arrival in this country until 1890 when the Government began experimenting with them. These early Government experiments showed soybeans were a fine soil builder when plowed under, and made fine forage for livestock. Farmers were urged to plant more for these purposes.

ANOTHER WAR, IN 1915, encouraged explorations into the use of soybean oil. A shortage of cottonseed in the South coincided with a surplus of soybean seed in North Carolina. Mills dependent on cottonseed oil turned to soybeans for some of their supplies. War conditions which forced large exports of meat and boosted food prices provoked some more researches by the Department of Agriculture into new cheap sources of proteins for human consumption.

SLOWLY and gradually over the years, soybeans have won through to their present recognition as a valuable aid to good farming, a commercially worth-while crop, a useful human food, and a source of raw materials for industry. To State experiment stations, together with experts of the Department of Agriculture, must go most of the credit.

PROTECTIVE foods, modern nutritionists have drilled into Occidental minds, are a necessary part of any diet if bodies are to attain their greatest growth and maintain their maximum strength. Daily calory requirements of the average American are around 3,000. At least half of these needed 3,000 calories, according to one eminent authority, should be provided by protective foods.

WESTERN world consumers know fruits, vegetables, eggs, and dairy products are the protective foods par excellence. Soybeans now come to claim rank with these foods because they are rich in high quality protein, rich in minerals, and rich in vitamins. Often they have the additional virtue of being cheaper sources of some of these food values which ordinarily come high.

WITHOUT benefit of modern nutritional knowledge, millions of consumers in the Far East, forced by economic necessity to an almost exclusively vegetable diet, have compensated for a shortage on animal foods by the consumption of soybeans. Compensation has come in part because soybeans furnish a protein equal in quality to that found in meat, milk, and eggs.

NO TWO foods are exactly identical in their protein, which is a composite of substances, called "amino acids", containing nitrogen. Proteins in foods vary in the kind and amount of the amino acids they contain. To build bodies and keep them in working order they must have the kind of proteins that are efficient or "complete." Almonds, eggs, lean meat, milk, all have complete proteins. So do soybeans which sometimes, as in the case of many eastern people, are the only source of efficient protein within pocketbook reach.

KEEPING mineral-rich foods in the diet and keeping the diet within budget limits, too, challenge the best of planners. Minerals are among the major necessities of a balanced diet, yet many of the foods rich in them are expensive. Soybean flour, on the other hand, is both a rich and a cheap source of such minerals as calcium and iron.

Government experiments on a certain kind of soil showed that when soybeans were cut for hay and roots were left in the ground, the yield of wheat per acre was 3.5 bushels greater than when no soybeans were grown. When the entire soybean crop was turned under for fertilizing the soil, the yield of wheat was 6.6 bushels an acre greater than when the soybeans were cut for hay.

BUILDING bones without calcium in the diet is as difficult as making glass without sand. Calcium needs are imperative if bones are to grow straight and teeth strong. Soybean flour scores again, this time as a cheap source of calcium.

LECITHIN, a phosphorus-like substance found in vital organs and nervous tissue of humans, is still another constituent of soybeans. Important as a transporter of fat around the body and a builder of tissues instead of fat deposits, lecithin has commercial uses, too. Bakers use it to improve shortening effects. Confectioners add a little to candies to make them glossier, or to gumdrops to keep them from hardening. Egg yolk used to be the chief commercial source of lecithin until soybeans were found to be cheaper. One pound of soybean flour contains as much lecithin as 4 to 6 eggs.

VITAMINS have not passed by this extraordinary bean. Tests show that it is a probable source of Vitamin A (the good-general-condition vitamin); a good source of B (the "appetite" vitamin); and G (the "anti-pellagra" vitamin). Bean sprouts can claim C, the scurvy-fighting vitamin. Flour made from the beans with only light heat treatment retains their Vitamins A and B. Solvent-extracted flour loses practically all Vitamin A which is found in the oil instead of the flour.

NEGATIVE virtues are sometimes the most commendable for consumers who must guard against certain nutrients in food. Soybeans, unlike most beans, are shy on starch. For this reason they are recognized as a good food for people needing a low starch diet. For some years food companies have had on the market forms of soybean flour prepared for such special diets.

OTHER BEANS take honors in carbohydrate

supremacy, and many foods, such as white flour, cornmeal, macaroni, bread, and sugar, are better sources of these energy-giving nutrients than is soybean flour. Energy-giving quality in food, however, comes not only from carbohydrates but also from fat and protein. Since soybeans rate grade A in these two, soybean flour as a source of energy is no laggard.

Soybean seeds must be treated, before planting, with bacteria to stimulate the plant to take nitrogen from the air. The greater its capacity to take nitrogen from the air, the greater the protein content of the plant and the greater its capacity to leave nitrogen in the soil.

LITTLE wonder, then, with such qualities to commend them, that food experts look upon soybeans as a useful addition to the diet of families in areas where animal products are scarce or where pocketbooks are slim, and particularly of families on relief who must stretch their dollars farthest.

BLOCKING their more extensive use as a green vegetable has been the limited development, until recently, of varieties suitable for consumption in this form. Between types of soybeans there is as much difference as between types of corn; some are good for eating as a green vegetable, some not so good. A few years ago the Department of Agriculture sent its experts to the Far East to bring back seeds of green vegetable varieties. In the past 2 years experiments on these seeds have been going ahead with success, and farmers are planting more and more of them each year.

NUTTIER, richer in flavor than tender lima beans, soybeans would probably rate highest in popular favor in the green, rather than the dried, form. Their pods are tough and the beans are difficult to shell, but if the pods are first boiled for 3 minutes they will shell readily. The oriental way, more piquant, is to boil them in water flavored with soy sauce or salt, and then eat the bean directly from the pod. Some beginning has been made in canning the green beans, and those who have tried it praise soybean salad.

GREEN soybeans sometimes can step in and fill a breach when other fresh vegetables fail. Because of different maturing dates, soybeans can spread the green vegetable season for farm families which cannot afford fresh vegetables shipped from distant places. Because soybeans resist drought better than many other greens, they are a good insurance for farm families where that weather misfortune may descend.

DRIED bean uses read like a bill of fare, from soup to nuts, though of course no nutritionally wise planner would include only one food in even the simplest and cheapest diet. Between the soup and nuts, however, could come baked soybeans, flavored perhaps with soy sauce or Worcestershire sauce which now-a-days is frequently a soybean product. Next might come a salad of bean sprouts, either cooked or raw, and dressed with a soybean salad oil (sole exception to the dried bean menu). Salad might be touched off with a bit of soybean curd, also a dried bean product. Candy made with the roasted beans could even top off the meal, with a soybean beverage or even with soybean milk.

"MILKING" dried soybeans is an achievement learned from the peasants of the Far East. Compared with cow's milk, soybean milk contains most of the same food substances but, pint for pint, only one-sixth as much calcium, less fat, and no milk sugar. Its protein, though more "efficient" than any other vegetable protein, is less in quantity and not equal in quality to proteins in animal milk.

FLOUR, so far, is the major food use of soybeans. An unpleasant beany taste in soybean flour used to weigh against its more extensive consumption. Now science has removed that blemish, and made possible refinement of the flour so that it will keep fresh and sweet. Wheat flour must always be combined with it to give the bread, cakes, and cookies the texture desired.

GREEN and dried seed uses only begin the amazing list of character roles which soybeans can play in human lives. Two other big parts come when the oil is extracted and oil meal is left to work upon. Both the oil and the meal can be used for human food and industrial uses.

FROM SALAD OIL to doormats, soybean oil is capable of supplying a hundred needs, only a few of which are listed on page 3. Perhaps its greatest demand will come from industry which is finding the oil and its derivatives adaptable for many purposes. Soybeans are credited even with sinking ships in the World War when glycerine, obtained from soy soap manufacture, was redistilled and made into high explosives. From meal come glue, paper sizing, and plastics. One important automobile firm has made notable experiments with soybean accessories.

TOPPING all their variegated uses, soybeans have in the past and probably will continue for some time to have their major usefulness on the farm. More farmers are coming to learn the value of soybean meal for their livestock and poultry, and for fertilizer, soybean hay and soybean pasture for livestock and poultry, and finally soybean plants, plowed under, for soil improvement.

HOW GOOD a job is done by soybeans in improving the soil depends on the inoculation of the plants, how much of the crop is returned to the soil, and the effect of the roots on the mechanical condition of the soil.

TO DO their best work as a soil builder soybeans must be plowed under. When the AAA classified crops for the 1936 soil conservation program, it put soybeans under the "soil-building" class, for which special payments are to be made, only when they are turned under for green manure. When the beans are harvested for grain—so that the seeds can be used for human food or for industrial purposes, or for hay—for animal food—then soybeans are classed as a "soil-depleting" crop, with two exceptions. In the South, where farmers more frequently plant soybeans between rows of other crops or graze them off, soybeans are a "soil-depleting" crop only if they are harvested for crushing. In other cases in the South and in some East-Central States they can be counted "soil-conserving" or "soil-building", depending upon the handling of the crop.

PRODUCTION of soybeans has been leaping ahead on the farms of this country. Fifteen years ago it

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One method of making soybean milk, tested in the laboratories of the Bureau of Home Economics, is to wash the beans and soak overnight; remove the skins and grind the beans very fine; put ground beans in a cheesecloth bag, in a bowl of lukewarm water, using 3 quarts to each pound of dried beans; work with the hands for 5 to 10 minutes; wring the bag of pulp until dry; boil the milk on a low fire for 30 minutes, stirring frequently; add sugar and salt to taste; keep in a cold place.

COLOR for Sale

How Government progress toward protecting consumers from poisons is wiping out some old prejudices against food colors.

GENERATIONS that grew up to dread the bright amazing green which peas acquire from contact with copper salts still feel suspicious of artificially colored foods. Their suspicions grew out of two valid reasons.

MOTIVES of food manufacturers who originally used food colors laid them open to doubt. They acted on the discovery that inferior food could be colored to look like the best of its field, and that products which were actually past the edible stage could be given a false glow of health and youth.

MATERIALS used for food colors caused the second basis for doubt. Those were the days when the brilliance was brought about too often by highly poisonous colors.

NOWADAYS the use of artificial coloring does not necessarily condemn either the food or the intention of the manufacturer who produces it. But the motive behind its use is still significant. Whether using these colors is regarded by Government guardians of food integrity as illegal, as legal when correctly labeled, or as perfectly legitimate without label declaration, depends not only on whether the colors are harmless but also upon the reason why they were used.

DECORATION comes under the classification of an honest use for harmless artificial colors, subject to no restriction. Candies and cake icing may come in any tint a confectioner can devise from safe materials, and they need not be labeled as artifically colored unless the color is added to certain fruit type candies so as to deceive as to fruit content. The principle underlying this practice is that consumers are getting what they expect of the food. The colors neither lead to false expectations, nor represent the addition of an ingredient they do not ordinarily anticipate.

ADDITION of artificial color where it is not expected normally is subject to more restriction. Tomato paste, for instance, is normally expected by the purchaser to have only the natural coloring matter of the tomato. The addition of artificial color to make a more intensely colored product, therefore, under Food and Drug regulations, requires label declaration of the added dye.

IMITATING a genuine article is possible for synthetic substitutes by means of artificial color. In that case the word "Imitation" along with the statement "artifically colored" goes one step further to prevent deception. Because imitation vanilla extract would look like water without the caramel (burnt sugar) color, the honestly labeled bottle of "Imitation Vanilla" flavor is a common sight on the grocer's shelves.

EXCEPTION to this rule was made by a special statute passed by Congress to allow butter and cheese to be artifically colored yellow without being so labeled, but heavily taxing the sale of colored margarine regardless of its label.

INFERIORITY or damage concealed by color is illegal. Thus if green tomatoes, instead of ripe ones, were made into tomato paste and the paste were colored with a red dye to look like tomato paste from ripe tomatoes, that would constitute concealment of inferiority and the offense could not be corrected by declaring the artifical color on the label. Food enforcement officials would still charge the product to be adulterated. Always the officers are on the lookout for the yellow color which makes plain noodles look like egg noodles, makes eggless cake look like proper egg-made cake, or helps macaroni actually made of cheaper flours to give the impression that it is made of the rich-colored "semolina."

Most of the millions of bottles of "pop" sold in America each year go to children. Pertinent facts about the contents are on the crown caps of the bottles.

Look on the label when you buy vanilla to see if it is "Pure Vanilla Extract" or "Imitation Vanilla" flavor. Notice that your bottle of cherries is not labeled "Maraschino" but tells what it really holds.

POISON colors are of course entirely illegal. If the authorities can prove that an artifical color in any food moving in interstate commerce has been used in sufficient quantity so that the food may hurt the health of anyone eating it, the manufacturers are guilty of a punishable crime.

CHOICE open to manufacturers used to be only between mineral pigments and vegetable colors. Of the minerals, the few that worked well were likely to be poisonous. Vegetable dyes are generally harmless, and still in use, but as colors they are not so acceptable.

COAL-TAR DYES, next on the scene, made a prettier showing. But dyes starting from the same coal derivative can be deadly poison or perfectly safe, depending on the mysterious laws of chemical formation. So the first job waiting when the Department of Agriculture took over the regulation of coal-tar dyes 30 years ago was to determine which was which.

SEVEN safe colors went on the "permitted" list after thorough investigation of coal-tar dyes. Since then, 8 other shades have made the grade, giving 15 in all: 4 shades of red, 1 shade of orange, 5 yellows, 3 greens, and 2 blues. (Strictly speaking, the name "coal-tar" dyes no longer applies accurately, since the process of making the dye now skips the coal-tar stage, deriving the dye by a different line direct from the mutual ancestor of both coal tar and the dye—coal itself. But the name "coal-tar dye" still holds good in general use.)

ASSURANCE of complete safety is offered to consumers by manufacturers who take advantage of the system of Government certification. These manufacturers send in samples of each batch of dye for examination by the chemists of the Food and Drug Administration. If the dye meets the rigid legal requirements of purity, the manufacturers receive lot numbers to go on the label of the dye. They may then sell that lot of color as "certified color" and any food in which it is used may be labeled as containing certified color.

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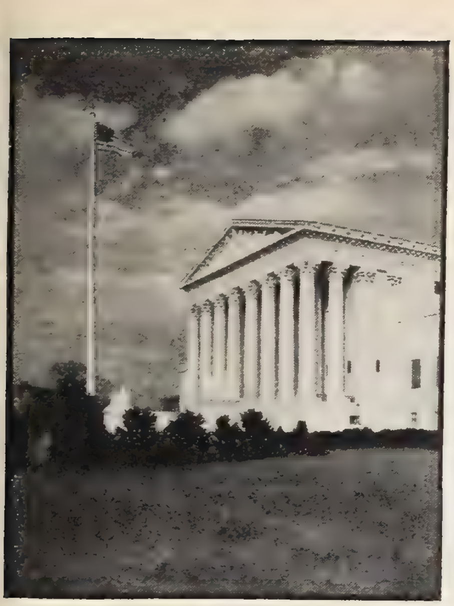
Easter egg dyes are now safe for young experimenters in taste.



The new home in Washington of the Supreme Court of the United States.

Consumer-Farmer Briefs from Washington

SURPLUSES of oranges in lush years, and freezing weather which leaves a crop unfit for market as fresh fruit, intermittently have been serious problems of orange growers for years. They represent, too, waste for consumers who need a larger quota of this Vitamin-C-rich fruit. Now comes the possibility of easing those problems for growers and increasing the availability of Vitamin C to consumers.

A NEW process for canning of orange juice which retains much of the "bite" of the fresh fruit has been developed by the Government's Citrus Products Laboratory at Winter Haven, Florida, under the direction of the Bureau of Chemistry and Soils of the Department of Agriculture. This process, now in use in California and Florida, is expected to make it possible to prevent losses to growers which have occurred from surpluses and freezing weather.

LAUNCHING a new type of product raises other questions. Growers want to know whether the marketing of orange juice will cut into their market for fresh fruit or add to their income. Processors want to know how widely consumers will accept factory-processed orange juice and add this to their present consumption of the fresh fruit.

A CITRUS consumption survey by the Consumers' Counsel of the AAA may answer some of these questions. This survey is inquiring into consumer habits and preferences in two large cities in regard to fresh and canned citrus fruit, and into methods of distribution of those products. Summary of the results of the survey will be published when available in the CONSUMERS' GUIDE.

CANNED orange juice has been slow to develop because of the difficulty in finding a way to preserve the fresh fruit flavor. The Government laboratory experts think they have solved this difficulty by "flash pasteurizing" the juice—pushing the temperature to a high point for a few seconds only—and by removing the air before pasteurization, which preserves both flavor and Vitamin C. Like boiled water, pasteurized orange juice may have a slightly flat taste because the air has been driven out. The original tang may be restored by pouring the juice from one container to another six or eight times before serving.

"TREE-RIPENED" oranges, incidentally—we are asked so frequently about this kind of orange by consumers—is a misleading expression. The term implies that there are other methods of ripening, but citrus fruit is ripened on the tree if it is ripened at all. There is no other known method of bringing about maturity. There are methods of bringing about an appearance of maturity, such as treatment with ethylene gas or by dyeing the skin. Both methods, when applied to immature fruit, shipped in interstate commerce, are illegal. See the CONSUMERS' GUIDE, December 16, 1935.

CONSUMERS in Canada are going to have their purchase of canned goods still further simplified as a result of a new ruling on uniform can sizes recently announced by their Department of Agriculture.

APPROVAL of labels on off-size cans of fruits and vegetables will be refused by this Department until a further study of standardized containers has been made. Stocks already packed and prepared for shipment are not subject to this ruling, but can manufacturers are advised not to lay in new supplies of nonstandard containers until the Department has revised its present list of container sizes.

PRESENT approved standard sizes are: 8 ounces; No. 1 regular; No. 1 flat special; No. 1 tall; No. 2 squat; No. 2 regular; No. 2½ flat; No. 2½ regular; No. 3 regular; No. 3B (for canned corn on the cob); and No. 10 regular. Use of these sizes heretofore has not been obligatory, but recommended. Canners could use nonstandard containers provided they indicated the net weights on the label of the can.

NO restriction applies in the United States on the number of different sizes which may be used in packing any fruit or vegetable, but labels of cans moving in interstate commerce, under the Food and Drug Act, must carry the net contents in pounds and ounces avoirdupois. This freedom to use any size of can has resulted in the marketing of a wide variety of sizes, which makes for consumer confusion.

DISTINGUISHING, for instance, between No. 2 and No. 303 cans confounds the most observant household buyer. Unless you put them side by side, your eye will hardly be able to take in the difference. Yet No. 303 holds between 3 and 4 ounces less than No. 2. If you buy three No. 2 cans of tomatoes for 20 cents, you pay 5.6 cents per pound for the food. But if the cans turn out to be No. 303 cans, at the same price for three, you pay 6.7 cents per pound. Put another way, for 20 cents you are getting 9 ounces less in No. 303 than in No. 2 cans. If it were corn, which is heavier than tomatoes you would get 12 ounces less for your 20 cents.

FEDERAL Government agencies have no power to prevent such consumer confusion. Some years ago, however, the Department of Commerce attempted to get agreement among canners voluntarily to limit the number of can sizes as an economy measure. Recommendations for simplification were not adopted.

STEADYING the flow to market of certain California fresh fruits, through a marketing agreement between shippers and the Secretary of Agriculture, so as to gain for growers a larger share of consumers' dollars, is probably going to be attempted again this year, as it was last. Tentative approval of the plan has been made by the Secretary. Shippers are now considering the proposal which had already been discussed at a public hearing at Sacramento. The fruits to be covered are pears, plums, Elberta peaches, apricots, and cherries.

FARMERS sometimes get no returns at all when their supplies swamp the market, and often they do not profit proportionately when scarcity compels consumers to pay a high price. Marketing agreements have been used since 1933 under the AAA in an attempt to avoid alternating gluts and shortages of the perishable farm products on the market.

DEVICES for preventing markets from becoming glutted, under this agreement proposed for California fresh fruits, include: (1) limiting shipments of poorer grades and sizes when necessary; (2) closing down on shipments entirely for short periods until consumers' demand catches up with supplies; (3) controlling shipments from concentration points by allotments to shippers.

ADMINISTRATION of the program would be in the hands of a control committee of growers and shippers. Successful operation of the program is expected to bring benefits to about 12,000 growers.

SOME home bread makers have asked us what the addition of malt does to bread. Bakers use malt because it turns some of the starch in the flour into sugar for yeast to feed upon, so that the volume of the bread is greater than it would be without malt. Taste is affected little, if at all, by the addition of malt. Bakers' malt is carefully made so that it will have the correct action. Home bread makers who want to experiment will find that malt is best used in the ratio of ½ ounce to 12¼ pounds of flour, mixed first with the wet ingredients. Too much malt may make the dough sticky.

DON'T forget—if your town is planning community canning of surplus fruits and vegetables this summer for relief distribution—the useful bulletin of the Bureau of Home Economics, "Community Canning Centers", which can be obtained free from that Bureau. Detailed directions are given on arrangement, equipment, methods, yield of canned products, and budgets.

A family of 4* will have an Adequate Diet at minimum cost

if they get these foods in these amounts each week.

Bread, Cereals, Baked goods.	15¼ lbs.
Milk 17 qts. or corresponding quantities of canned or dried milk or cheese.	
Potatoes Sweet "	11¼ lbs.
Tomatoes (fresh or canned) or citrus fruits.	4 lbs.
Leafy, green and yellow vegetables.	7½ lbs.
Dried beans, peas, nuts, and peanut butter.	2 lbs.
Dried fruits	1½ lbs.
Other fruits and vegetables.	7¼ lbs.
Lean meat, Fish Poultry.	4¾ lbs.
Eggs	15
Fats	3½ lbs.
Sugars	3½ lbs.

Fifth of a new series of adequate diets at minimum cost for families of varying sizes and ages, based on studies of the Bureau of Home Economics, Department of Agriculture.

* Two moderately active adults, a girl 12 and a boy 9.

Consumer-owned Franklin Cooperative Creamery in Minneapolis has set up in its plant this laboratory to test all milk for butterfat and solids-not-fat.

How do your Dairy Products Compare?

A Guide to Standards set by each State for constituents in dairy products.

DRINKING milk and eating cheese may seem like the same admirable habits no matter where you practice them. Yet crossing a State line may change the food value in your milk. Even the constituents of the wedge of cheese with your apple pie are subject to regulations varying with the State where you buy it. Two dishes of ice cream on two sides of a border may be entirely different articles.

DIFFERENCES in percentages of constituents in dairy products set by law in different States do not necessarily mean that the actual foods in the States must vary by the same hard and fast rules. Many foods sold are far above the legal standards set for them. Competition for a quality market will always have its effect. Other factors sometimes play their part too. In the District of Columbia, for instance, where consumers can read in a free monthly publication of the Health Department the exact results of surprise tests of the milk in all the dairies, the butterfat content ranges well over the 3.5 percent minimum set by law.

LEGAL MINIMUM standards set by statute or by other authority with power from the State Legislature are significant as measures of the standard of consumer protection in the State. We aim here to summarize the main points of these regulations as they compare with each other and with the Federal standards for dairy products in interstate commerce, administered by the Food and Drug Administration. In using the summary, it is important to remember that it covers only composition of the dairy products and does not include regulations regarding the important questions of health, hygiene, and purity.

BUTTERFAT gives the "richness" to milk—the yellow fat globules containing most of the milk's fuel calories, all of its Vitamins A and D, and the rich flavor we have come to associate with good milk. Though not as vital to consumers as cleanliness and purity, the butterfat content is generally accepted as the main criterion of value in milk. Only two States fail to set a minimum standard of butterfat content for milk sold within their borders. Thirteen States set a minimum of 3 percent. Twenty-seven raise the ante to 3¼ percent, three go on up to about 3⅓ percent, and four have the highest standard—3½ percent. The improvement which 3½ percent butterfat content makes over 3 percent cannot be estimated in terms of the minute difference in quantity between the two amounts of butterfat in a glass or even in a quart bottle. We get a better idea when we realize that it makes a proportional difference in richness amounting to an increase of one-sixth, which adds up to an important improvement in nutrition when considered in terms of a year's milk drinking.

OTHER SOLIDS in milk are perhaps even more valuable than the butterfat. The high-grade proteins for building and repairing our body tissues, the minerals, especially calcium for building bones, Vitamin G, which helps to keep up general vitality and to prevent pellagra, the digestible milk sugar which does other valuable jobs for the body besides making its contribution of fuel—all these nutrients are in the "milk-solids-not-fat." Some States set specific minimum standards for the nonfat solids in milk, ranging from 8 to 8½ percent. Others set minimum standards only for total solids including butterfat, in a few cases as high as 12 percent, usually about 11¾ percent, sometimes 11½ and occasionally only 11 percent. In one State, Maryland, the standard for total milk solids is 12½ percent. Only six States are without standards covering either the solids-not-fat or "total milk solids" in milk.

FEDERAL definitions do not set a specific minimum standard of butterfat content in milk but simply describe it as the fresh lacteal secretion obtained by complete milking except at calving time.

SKIM MILK, though containing all of the solids of the whole milk except fat is seldom sold on the consumer market. It is usually returned to the farmer for animal feeding, kept at the dairy to make cottage cheese and buttermilk, or sold—in either fluid or powdered form—to such manufacturing plants as bakeries. Little powdered dry skim milk is available directly to consumers. Twenty-two States have regulations guarding against dilution of skim milk, specifying a percentage of milk solids-not-fat ranging from 8 percent up to 9-9/10 percent. There is no Federal minimum standard for skim milk.

CREAM is pretty generally accepted to be 18 percent butterfat, in agreement with the Federal standard. One State jumps it to 22 percent, four set 20 percent, four drop below to 16 percent and four have no standard. Four States and the Federal rulings add that whipping cream must be 30 percent butterfat, while two other States call this cream "medium" and add standards above and below for "light" and "heavy". Heavy cream when specified varies from 34 percent to 40 percent butterfat.

BUTTER in interstate commerce must meet standards enacted by Congress in 1923. It must be 80 percent butterfat. Forty-two States reflect this standard in their own regulations, 16 of them adding the further stipulation that it must be not more than 16 percent water. Two States, Missouri and Wisconsin, go the Federal law one better with a standard of 82½ percent butterfat, and five have no State regulation.

SWEETENED CONDENSED milk is subject to State standards varying from 7.7 percent to 8 percent butterfat and from 25½ percent total solids to 28 percent. The 8 and 28 combination is set by Federal standard and since most condensed milk is manufactured for interstate commerce it is probable that this is the composition of the condensed milk consumers usually get.

UNSWEETENED EVAPORATED milk is also a well standardized product varying very little from factory to factory or State to State. Most States set the same legal minimum percentages as the Federal standard stipulates—7.8 percent fat and 25.5 percent total milk solids, with the sum of the two figures to total not less than 33.7. Though some have none at all, consumers can feel reasonably certain that a can of evaporated milk bought anywhere will measure at least as high as the Federal standard.

ICE CREAM has no Federal standard. Though each State has a standard for minimum butterfat ranging from 8 to 14 percent and some have standards varying from 18 to 20 percent for other milk solids in plain ice cream, even the

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YOUNG CONSUMERS

YOUNG VISITORS to the Bureau of Home Economics in the Department of Agriculture are as surprised as they are interested when they reach the Nutrition Studies corridor and suddenly walk into rooms full of cages of animals.

SMALL LABORATORY animals have done a tremendous job in helping scientific research workers to learn what makes human beings sick and what can cure them. Guinea pigs are traditional research helpers, and they are still working at it. But almost every breed of animal sometimes serves its turn for science. Experiments originally worked on one animal are checked on others. When a point is proved on hens, and works the same way on rats, rabbits, dogs, pigs, and even on monkeys—the closest relative of humans—scientists are more willing to call the point proved.

WHITE "albino" rats are the best all-round laboratory animal. They live their lives quickly, but not too quickly for dependable observations. They are vulnerable to ailments from dietary deficiencies in corresponding degrees to those in which humans suffer from them. And they are very polite about eating anything that's set before them, even if it means subsisting on an exclusive diet of green peppers. This makes it possible for research workers to test almost every food under exactly the same conditions.

ANIMALS in the Nutrition Studies laboratory are concentrating on showing what happens when certain vitamins are missing from the diet and finding out exactly how much of which foods will fill the vitamin lacks.

VITAMINS are strange things—not so much food materials themselves as stimulators to help the body make use of other substances. They were first discovered by their absence—and are still more noticeable to most of us in their absence because of the troubles we reap—and originally acquired names to match the diseases that came when they were missing in the diet. Vitamin C, for instance is the "antiscorbutic" or scurvy-preventing vitamin, and the sunshine Vitamin D is called "antirachitic" because it stands off rickets.

VITAMIN A was once called the "anti-infection" vitamin, because without it people develop infections in the eyes, sinuses, ears, glands of the mouth and throat and in some instances other parts of the body, too. Now the name is outmoded because research has shown that all vitamins help to raise the body's resistance to infection, and that Vitamin A also has other jobs to do.

TESTING for Vitamin A in foods is carried on in much the same way as tests for other vitamins. The laboratories must be perfectly controlled without such outside causes entering into the experiment as noise, cold, and germs. The food and the animals must be accurately weighed and perfect records kept of every detail of the experiment. Young animals from families of the same strain with exactly the same care and environment and history are chosen.

ALL the animals receive at the beginning of a typical Vitamin A test, exactly the same "basal" diet, which is complete in everything the animals need except Vitamin A. This period of equal diet has to go on longer in the case of Vitamin A because—fortunately for us—this vitamin can be stored up in the body and used long after we have stopped getting it in our food. So the rats are fed the basal diet all alike until they have used up all their stored-up Vitamin A. The nutritionists can tell when this has happened becaue the rats stop gaining weight, or they show the first signs of eye trouble, or both; there are faint signs that their muscles are getting flabby; and their fur is not sleek and well-groomed any more. There the test begins.

ONE of each family is put in the group that must continue on the vitamin-lacking diet, the "negative control" group. The others are divided up into groups receiving the same diet plus different graded amounts of the Vitamin A food to be tested. If the test is carried on correctly with enough animals to make individual variabilities unimportant, then the advantages the animals show over their "negative controls" can be credited to Vitamin A. By the amounts of the different foods necessary to produce the same results in the animals, the researchers arrive at their estimates of the comparative potency of the foods in Vitamin A.

ONE interesting Vitamin A test was done on rats 4 weeks old which had the same background except for their diet. They had all been fed alike except that 37 of them had had more milk than the other 38. For a month they were deprived of their milk and had no Vitamin A, until they had used up all their reserves. Then for 8 weeks more they were all fed alike on a diet with a limited Vitamin A allowance. At the end of the test period, examinations showed that three-quarters of the animals that had been brought up in their early days on the smaller amount of milk had infections, and only one-quarter of those that had had more milk had developed infections from the deprivation experience.

OTHER TESTS showed that rats getting "small" rather than "moderately liberal" amounts of Vitamin A grew up nearly to normal adult size but did not have any young and did not live long. The ones that got the moderately liberal allowance of Vitamin A grew up to fully average adult size, had young, brought them up comfortably and lived more than twice as long as those on a diet which was equally good in everything but Vitamin A.

OTHER RESEARCHES brought the conclusion that rats could get enough Vitamin A to present a normal picture of average health, to grow, but not enough to become parents and apparently too little to keep them from breaking down in health at what should be the prime of life. One researcher found that rats which grew normally and seemed perfectly all right suddenly developed lung disease at the age which corresponds in a rat's life cycle to the period when statistics show young men and women to be most likely to develop tuberculosis. Nutrition experts have suggested that among the diseases that could be traced directly to lack of Vitamin A in the diet, tuberculosis occupies a major spot.

SO FAR, the official pronouncement of the experts in the nutrition laboratories of the Bureau of Home Economics is that "Vitamin A stimulates growth and is necessary for wellbeing at all ages."

RICHEST in Vitamin A of all foods yet tested is fish liver oil, which usually goes on the dietary of children mainly for its rich supply of the rickets-preventing Vitamin D. Liver is rich in Vitamin A, too, and so is egg yolk. Butter and cheese are also high on the list. It is only the cream part of milk that gives it its high rating for Vitamin A, but milk deserves the rating because if people get enough to give them their supply of the other essentials milk gives, they are likely to get a high total of Vitamin A.

GREEN and yellow colors seem to carry special Vitamin A significance. Yellow corn is better than white corn as a source of Vitamin A, and sweetpotatoes than white potatoes, carrots than cauliflower. Thin green leaves are headliners for Vitamin A, as well as for Vitamins B, C, and G. Experiments in the Bureau of Home Economics have proved that the outside green

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Your Food

PROSPECTS for larger supplies of food products have been growing with the months. Bad winter weather has been followed with more favorable weather. Mild temperature during March pushed ahead spring farming operations in the southern half of the country. On April 1 farmers reported that they expected to plant more this year than in any of the past 3 years.

SOIL conditions on April 1 were favorable. The area seriously short of moisture appeared small in comparison with the vast areas deficient in 1934 and 1935. In certain areas excessive moisture in March delayed planting and progress of farm work but damage has not been serious. One of the main effects will be later marketing of certain truck crops.

RETAIL food costs continued downward from March 10 to 24 as supplies showed seasonal increases. For the second time in succession since July 15, 1935, the index of retail costs was lower than food costs for a corresponding period of a previous year. On March 24, costs were about 1 percent below the general level on March 26, 1935, and March 10, 1936.

LOWER food costs during March resulted mainly from a substantial reduction in farm prices. Farm prices usually decline at this time of the year. However, the drop in prices received by farmers from February 15 to March 15 was the largest monthly decline experienced since February 1933. On March 15, the index was below March 1935 and at its lowest level since July 1935.

FARMERS received lower prices on March 15 for all foods except fruits and potatoes. More than seasonal declines occurred in dairy products and truck crops. While prices paid by farmers also decreased, the amount of the decline was not sufficient to offset the drop in prices received.

INDEX of retail food costs on March 24, as reported by the Bureau of Labor Statistics, was 79 percent of the 1923-25 average. This compared with the March 15, 1933, index of 59.8 and 101.4 percent on March 15, 1929.

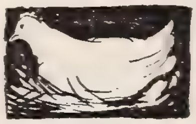
ALL FOOD groups except fruits and vegetables were lower in cost or remained unchanged during the 2-week period between March 10 and 24. Eggs and dairy products showed the largest decline. While meat costs as a whole remained unchanged, fresh pork prices were higher, and beef prices were lower. Fruit and vegetable costs increased mainly as a result of higher potato prices.

CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

Kind of food	Mar. 10, 1936	Mar. 24, 1936	Change in two weeks
Dairy products:	¢	¢	%
Milk, qt	11.8	11.8*	——
Cheese, lb	27.1	27.0	-0.4
Butter, lb	40.1	38.7	-3.5
Beef:			
Round steak, lb	32.9	32.9	——
Rib roast, lb	29.4	29.2	-0.7
Chuck roast, lb	22.5	22.4	-0.4
Pork:			
Chops, lb	32.1	33.1	+3.1
Lard, lb	16.2	16.1	-0.6
Whole smoked ham, lb	30.8	30.8	——
Lamb:			
Leg of lamb, lb	27.7	28.6	+3.2
Breast lamb, lb	12.8	12.7	-0.8
Square chuck, lb	21.5	21.6	+0.5
Poultry and eggs:			
Hens, lb	32.6	32.4	-0.6
Eggs, doz	34.8	31.0	-10.9
Bread:			
White, lb	8.3	8.2	-1.2
Rye, lb	9.1	9.1	——
Whole wheat, lb	9.3	9.3	——

*3.5-5.0 percent butterfat

(continued)



EGG production per hen during March showed the largest March increase since records were first started 12 years ago. Cost of feeds has been unusually low compared with egg prices, and this coupled with better weather has encouraged egg production. Further seasonal increases in egg production are to be expected during April and May.

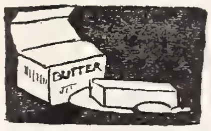
CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

Kind of food	Mar. 10, 1936	Mar. 24, 1936	Change in two weeks
Cereal products:	¢	¢	%
Flour, lb	4.8	4.8	——
Macaroni, lb	14.8	14.8	——
Wheat cereal (28-oz. package)	24.0	24.0	——
Vegetables—canned:			
Corn, #2 can	11.3	11.3	——
Peas, #2 can	15.9	15.9	——
Tomatoes, #2 can	9.3	9.3	——
Vegetables, fresh:			
Potatoes, lb	2.4	2.5	+4.2
Onions, lb	4.1	3.9	-4.9
Cabbage, lb	3.8	3.9	+2.6
Vegetables—fresh:			
Lettuce, head	7.9	7.9	——
Spinach, lb	6.9	7.1	+2.9
Carrots, bunch	5.6	5.5	-1.8
Fruit—canned:			
Peaches, #2½ can	17.9	17.8	-0.6
Pears, #2½ can	22.3	22.2	-0.4
Pineapple, #2½ can	22.3	22.3	——
Fruit—fresh:			
Apples, lb	5.4	5.4	——
Bananas, lb	6.4	6.4	——
Oranges, doz	30.9	29.7	-3.9

Bill

RECEIPTS of eggs at four large markets during March were about the same as last year. This compares favorably with February when receipts were about 60,000 cases below the previous year. Part of the March receipts were shipments delayed from the previous month, rather than the result of current production. While March showed a record increase, production in the Middle West had not fully recovered from the effects of the cold spell in February. Production on the Pacific Coast was not seriously affected by cold weather this year.

INCREASING supplies of eggs resulted in a seasonal decline of 3.8 cents per dozen in the average price to consumers between March 10 and 24. Egg prices usually fall off at this time of the year. The rate of decrease in these 2 weeks was accentuated by the fact that a large part of the receipts in early March showed quality deterioration and had to be sold immediately. This made it inadvisable to store eggs even though receipts were considerably in excess of current requirements, while storage stocks were unusually small. Larger supplies also caused wholesale prices to continue uninterruptedly their downward trend. However, during the last 2 weeks of March and the first week in April, weekly price changes were fairly small.



BUTTER production during March showed weekly increases with many manufacturers reporting production in excess of corresponding weeks in 1935. A feature of the market was the comparatively light supply of medium and low grades of butter. This resulted in a narrow range between wholesale prices of various grades.

MILK AND BUTTER production seems likely to continue above last year's low level for some months. A record March increase in milk production per cow, following an unusually large seasonal increase in February, carried milk production per cow on April 1 to its highest April level since 1932. Farmers have been feeding cows more heavily because feed costs have been unusually low in comparison with farm prices of dairy products. There is increasing evidence that more than the usual number of cows are to freshen this spring. Production seems likely to continue fairly heavy through the remainder of the summer, barring unfavorable pasture conditions or an unexpected heavy decline in dairy product prices.

BUTTER PRICES to consumers declined an average of 1.4 cents a pound from March 10 to 24. The average of retail milk prices remained unchanged, although all dairies in Seattle reduced prices 1 cent a quart.

MEAT SUPPLIES are apparently on the upgrade. More extensive hog slaughter is expected to occur during May and June as pigs from the large 1935 fall crop are marketed. Hogs marketed this year have been heavier than last year. Low corn prices, as compared with hog prices, have encouraged heavier feeding of animals.

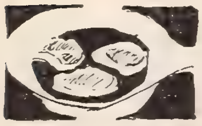
HOG SUPPLIES during March were larger than in February of this year and March of last year. Hog supplies in March ordinarily are smaller than in February. The seasonal decline did not occur this year because February slaughter was unusually low, the smallest for any February since 1903.

FEDERALLY inspected hog slaughter in March totaled 2,617,126 head. This was 21 percent above March 1935, but it was still about the same percentage below the March 5-year average. Weight of hogs slaughtered averaged about 16 pounds heavier than last year, mainly because of the relatively low cost of feed.

INCREASES in retail prices of fresh pork from March 10 to 24 offset price decreases which occurred during the previous 2 weeks. Loin roast and pork chops advanced about 1 cent a pound. As a result their prices on March 24 were back to the level of February 25. Cured pork products, however, continued their downward trend during the period and lard also showed a minor decline. Compared with the prices of 6 months earlier, fresh pork cuts were down about 6 cents a pound and cured products were down 3 to 5 cents a pound.

TREND of hog prices is expected to be downward through June as marketing of pigs from the fall crop increases.

SUPPLIES of cattle and calves during March showed their usual seasonal increase over February. Federally inspected slaughter of calves during March was the second largest on record for this month. Cattle slaughter was 14 percent above the March 5-year average and 3 percent above March last year. The bulk of steers marketed graded medium and good, and the quality was slightly better than last month.



BEEF PRICES to consumers, with the exception of sirloin steak, declined moderately from March 10 to 24. Veal cutlets dropped about 1 cent a pound. Wholesale beef steer prices generally moved downward slowly during March, but in the first week in April prices dropped sharply.

LAMB SUPPLIES in March were slightly larger than in February. However, the cost of leg of lamb to consumers advanced about 1 cent a pound during the 2-week period. Other lamb cuts were practically unchanged in price. The wholesale price of live and dressed lambs has been advancing slowly since the first of March. Lamb prices during the coming months will depend largely upon the size of the old lamb crop compared with the marketings of spring lambs.

SPRING lambs are starting to arrive at markets in small quantities. Earliest shipments appeared in Kansas City, and Chicago recently received its first carlots the first week in April. Heavy movement of spring lambs is not expected until early in May.

WHITE BREAD prices reached their lowest level since September 1935 when they declined to 8.2 cents per pound on March 24. The small decline from 8.3 cents on March 10 was not the result of a substantial price reduction in any one city, but to a series of small changes in scattered cities over a period of several weeks. From March 10 to 24, nine cities reported price decreases, while three reported increases, the amounts in all but one case being 0.1 cent. The United States average price of bread is back to the level prevailing prior to the price increase last September, but prices in some cities have not exhibited similar declines.

POTATO supplies were fairly light during March, and no substantial increases are expected during the next few months. As pointed out in previous issues of the GUIDE, stocks of old potatoes on January 1 were relatively small. This factor might have been offset by larger supplies of new potatoes. However, bad weather in the South curtailed planting and delayed harvesting of the new crop. Rain washed out a large part of the Carolina potato crop and caused decay of Florida stocks. The new crop in the 11 early producing States is expected to be somewhat below last year.

SUPPLIES of new potatoes came to market irregularly during the month. In the second and third week of March shipments dropped sharply. Then in the last week of the month they almost doubled and reached their peak of the year with supplies arriving from Texas and Florida. This increase in new potato shipments was more than offset by a 1,700-car decline in old potato shipments during the same week.

LIGHT potato supplies resulted in higher wholesale and retail prices. From March 10 to 24, retail prices increased from 2.4 to 2.5 cents a pound. Prices were up in 35 cities covered in the Bureau of Labor Statistics report. Wholesale prices of new and old potatoes reached their peak of the year during the last week in March. While wholesale prices declined during the first week in April, they were still relatively high. Growers benefited from the price increase, receiving 72.3 cents a bushel on March 15 compared with 68.9 cents on February 15.

MOST green produce supplies, with the exception of snap beans and peas, were larger during the last half of March. Carlot shipments were higher than March last year, due mainly to a greater output of Texas green produce. New onions made their first appearance on the market during the last week in March. Asparagus is arriving at markets earlier than last year and prices are declining as volume has increased. Lettuce supplies from Arizona showed substantial increases during the last half of March.

SPINACH and cabbage retail prices showed minor increases from March 10 to 24. Snap beans increased 2 cents a pound, due to the fact that much of the Florida crop was spoiled by heavy rains. Price increases in the case of spinach and cabbage have been due to a slight recovery from the extremely low prices reached on March 10. The large size of the green produce supplies marketed during March caused the farm price of truck crops to decline from 117 to 77 percent of the 1910-14 average price between February 15 and March 15.

LEMON prices increased moderately, and orange prices dropped more than 1 cent a dozen during the 2-week period. There was a drop in orange prices, contrary to the usual seasonal movement at this time of the year. California valencia oranges should be coming to market during the next few months and shippers are anxious to clear their stock of navel oranges.

TOMATOES in southern Florida were seriously affected by heavy rain. Production in Florida is expected to be about only one-third of the 1,824,000-bushel crop in 1935. About one-half of this year's crop had been shipped to market by the end of March. Tomato prices should continue steady or higher as a result of short supplies.

STRAWBERRIES are now arriving at markets in larger quantities with Louisiana supplies augmenting those from Florida. The quality of Louisiana berries is good for early arrivals. Shipments of strawberries during the first week in April were about double those of previous weeks.

CANTALOUPE supplies from the early States are expected to be smaller this year. The acreage planted to cantaloupes, including honeyball, honeydew, casaba, and Persian melons estimated for the early States is 16 percent smaller than the 1935 acreage. This is the smallest early acreage reported since 1921. It is possible that this decline in acreage may be offset by increased acreage in the later producing States. Weather conditions in California have been favorable for cantaloupes, although cold weather slowed up growth of melons during the first week in April. Cantaloupes from the early crop should arrive in market in volume during May.

SMALLER watermelon production in the early States also appears likely this year. Acreage in Florida and Imperial Valley is estimated at about 10 percent below last year. Imperial Valley acreage is in excess of last year but the acreage in Florida is 22 percent below 1935. The Florida crop is in good condition but in general it will be about two weeks later than last year. The first plantings in some counties were killed by frost. First melons should move to market around June 1.

FOOD PRICES

in the 64 cities of the country which heretofore have been published in each issue of the CONSUMERS' GUIDE from the records of the Bureau of Labor Statistics will be omitted hereafter. Readers who wish to continue to receive these prices may do so, without charge, by addressing their requests directly to that Bureau in Washington, D. C.

SALUTE TO THE "WONDER BEAN"

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is doubtful if 50,000 farmers had ever grown as much as an acre in a separate crop. In 1935 more than 600,000 farmers were in the business of producing this bean. Less than 500,000 acres were grown in the United States prior to 1917. Last year close to 5½ million acres were planted, encouraged in part by the drought and in part by AAA. Soybeans on about half of these acres were harvested for beans or used for grazing; on the other half they were used for hay or silage, or were turned under for soil improvement. Production of the beans in 1925 was only 5 million bushels. The 1935 crop was more than 40 million bushels.

INCREASES in production are coming along at such a pace that science has had a new job laid at its doors—the job of helping industry and consumers to keep pace with the output of soybeans. Last month the United States Department of Agriculture and 12 North-Central States opened a cooperative soybean industrial research laboratory at Urbana, Ill., to find new industrial uses and improve present known uses, to test for the best varieties for industrial uses. At present some 35 soybean mills and a number of cottonseed oil mills are crushing soybeans for oil and oil meal; 20 concerns are manufacturing soybean food products; 15 mills are making soybean flour, and more than 50 factories are turning out various industrial products.

RECIPES for curious consumers who are unfamiliar with this product have been published by the Bureau of Home Economics of the Department of Agriculture in a mimeographed bulletin, "Soybeans and Soybean Products for Table Use", which will be sent free to anyone addressing that Bureau. Another good source of general information is "Soybean Utilization", Farmers' Bulletin No. 1617, which can be bought for 5 cents from the Superintendent of Documents, Washington, D. C.

COLOR FOR SALE

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MORE and more manufacturers each year are realizing the commercial value of Government certification. Last year more than 1,500 batches of food colors came to the Department for routine examination to determine their compliance with the requirements of the law. More coal-tar color was certified than ever before reported.

CHIEF uses for artificial color are soft drinks, butter and cheese, confectionery, and foods like vanilla extract and imitation maraschino cherries.

SOFT DRINKS sold in this country add up to a total of 11 billion bottles in a year, and children drink most of them. On the crown cap of the bottle you should be able to find not only the information as to their artificial coloring but also whether they contain benzoate of soda, sulphur dioxide, imitation or true fruit flavors, or caffein.

CHERRIES which most consumers think of as "maraschino" are seldom the real maraschino: naturally flavored cherries of the marasca type packed in alcoholic cordial. The bottles we usually buy hold cherries that were originally white cherries preserved in brine, then treated with sulphurous acid to bleach and preserve them, then after as much as possible of the brine and sulphurous acid is removed, dyed with artificial red color and artificially flavored with benzaldehyde or other flavors and packed in sugar syrup. That is why the label on the bottle does not say "Maraschino Cherries", and does say that they are artificially flavored, artificially colored, and preserved with benzoate of soda.

EASTER EGG dyes are now as safe as other colors used on food, since the campaign 2 years ago when certain poisonous ones were taken off the market. Now most of the products on sale are harmless, manufactured from colors certified by the Department of Agriculture.

HOME decoration of candies and icings and all the other foods calling for color, can be done with safety if consumers watch for the words "Harmless Food Color" on the label of the package of food color. The capsules of color sold with margarine may be used safely since they are commonly either a harmless vegetable yellow or one of the permitted coal-tar dyes.

CONSUMERS interested in more technical information may write to the United States Department of Agriculture for the free bulletin "Certification of Coal-Tar Food Colors."

HOW DO YOUR DAIRY PRODUCTS COMPARE?

[Concluded from page 15]

highest of these has little meaning by itself since the process of whipping and freezing can dilute the finished product with air. The percentage by which the volume of ice cream is increased with air is called overrun, and two States, Wisconsin and Illinois, limit it to 100 percent, preventing ice cream from being sold when it is more than one-half air.

ANOTHER way to regulate this point is to set a minimum weight per gallon of ice cream. The Government in buying for its institutions calls for ice cream weighing 4¾ pounds per gallon, and three States, Pennsylvania, Kansas, and Georgia set this as a minimum weight for plain ice cream. Four other States set 4½ pounds, three set 4¼ pounds per gallon. Three use another method of regulation, stipulating that the food solids in the ice cream must weigh 1.6 pounds per gallon which results in about the same "density" of ice cream. One raises this standard up to 1.8 pounds of food solids per gallon. The other 34 States do not regulate the density of the ice cream sold.

FRUIT and nut ice cream, and sometimes chocolate, are subject to separate regulations which usually lower the minimum butterfat content by two points giving a range of 6 to 12 percent butterfat. In those States where there are standards for the other milk solids, they vary from 14 to 20 percent. States which have rulings for overrun, weight per gallon, or weight of milk solids per gallon in plain ice cream apply the same rulings to fruit and nut ice cream.

CHEESE, when not further described, is taken to mean our most common variety, the American Cheddar cheese. Only six States are without regulations governing the minimum butterfat content of whole milk cheese. Eighteen States adopt the Federal standard which provides that "50 percent of the water-free substances" shall be butterfat, while not more than 39 percent of the cheese shall be water. Most of the others use only the first half of the definition, leaving out reference to maximum water content. Some States add individual standards to cover other varieties of cheese than Cheddar.

SKIM MILK CHEESE receives specific attention in few States. Where it does, the approach to the problem is various. One State will apply the name to all cheese made from milk from which any cream has been removed; another specifies all cheese whose butterfat is "less than 30 percent of water-free substance"; another "less than 12 percent of water-free substance"; others define skim milk cheese flatly as less than 30 percent butterfat; another less than 16½ percent butterfat; another less than 8 percent. Several States make places in their standards for cheese coming between whole milk and skim milk classifications.

STATES range from one which has no general law applying to dairy products, to those with scientific, modern control, designed to give complete protection for consumers. Consumers who wish to check on the rules under which they buy their own dairy products may write to their local health department or to their State Department of Agriculture.

YOUNG CONSUMERS

[Concluded from page 17]

leaves of a head of Iceberg lettuce are forty times as rich as the inner whiter leaves. Parsley is absolute tops for Vitamin A units, with such greens as kale and spinach and dandelion greens and turnip tops and watercress and collards and the others following along as "excellent" sources. Among fruits, apricots and prunes and yellow peaches are the best sources of Vitamin A.

ADVICE from nutritionists to those who want to build for future health is to stock up on the important Vitamin A when you can. This is one vitamin you can store against a rainy day. Eat enough of the vitamin-rich foods to build up a surplus of Vitamin A. The more you get now the longer your supply will last you if emergencies prevent your getting a good diet at some future time. The diet of people during their youth is every day adding its influence on events of their later life.

NEXT ISSUE, this page will continue the story of what happens in the laboratories where small animals lead the search for facts about the vitamins that help us keep up our health and liveliness.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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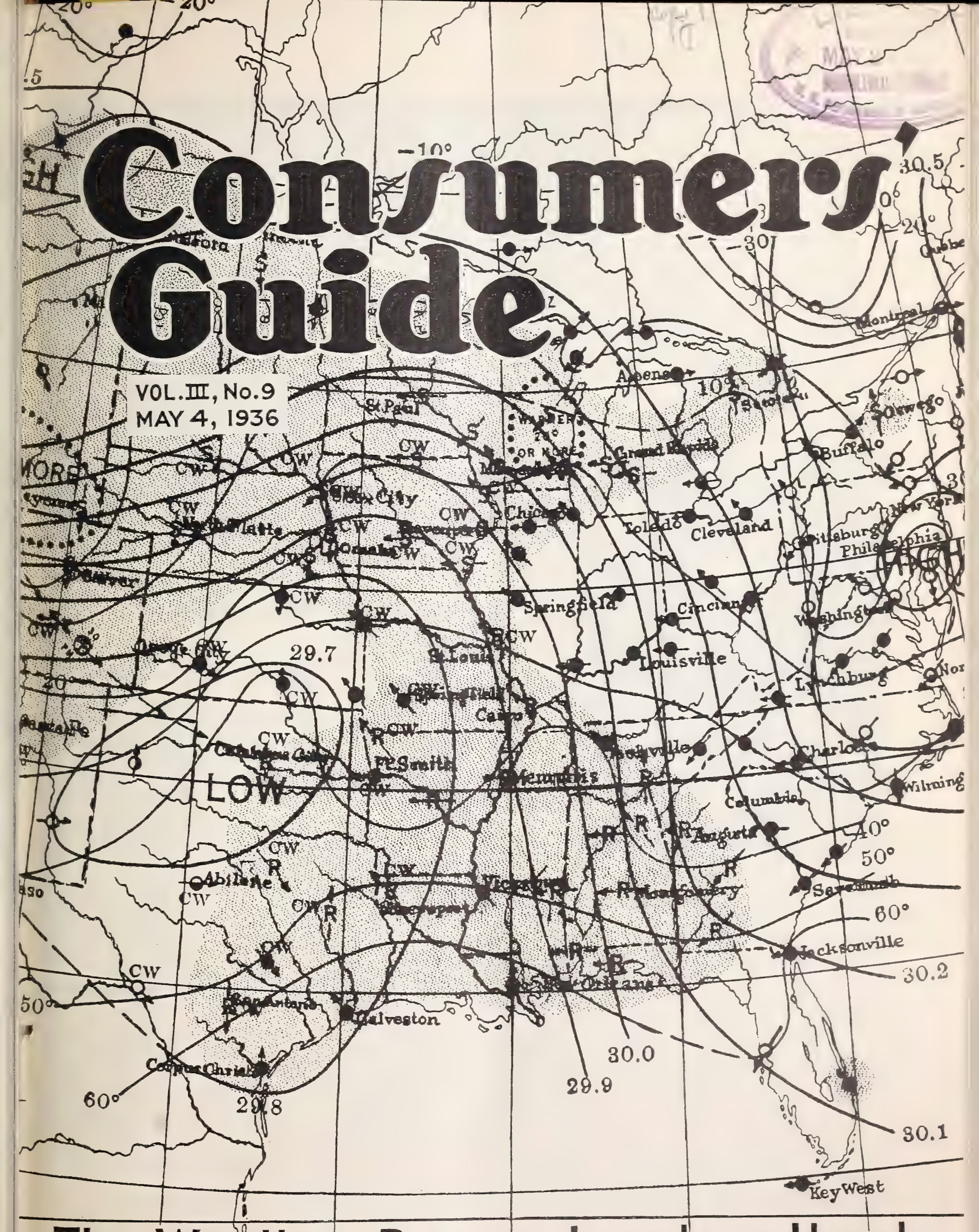


The Weather Bureau Lends a Hand

Consumers' Queries and Comments

"Agriculture has been bearing its share of the city relief load in a truly heroic manner. The land has had to serve its age-old function as a cushion for the refugees of the depression. In the five years from 1930 to 1935 the number of farms increased about half a million and we now have the largest farm population on record. This is only one of the reasons why we have had an agricultural program."

Henry A. Wallace,
Secretary of Agriculture

WE SAW the other day a sample of the kind of interpretation of official data which distresses painstaking nutritionists. A popular writer, taking from the CONSUMERS' GUIDE suggestions contained in a chart on the kinds and amounts of food which the Bureau of Home Economics indicates will furnish an adequate diet at minimum cost, translated these amounts into dollars and cents, and announced that the "Bureau of Home Economics of the Agriculture Department yesterday disclosed the secret of how to feed a family of three on $9.82 a week."

THESE charts which are published in every other issue of the GUIDE from studies made by the Bureau of Home Economics, do not present the only assortments of foods which will furnish an adequate diet at minimum cost. The list is suggestive only. Families can achieve such a diet level by other assortments of foods.

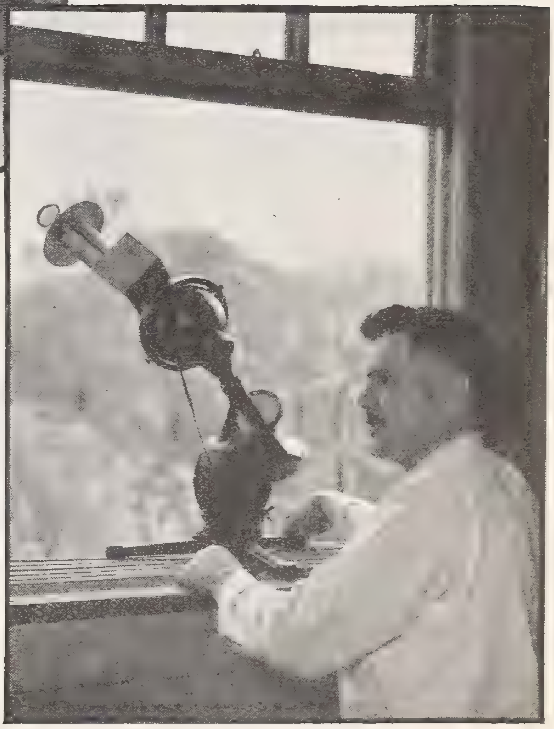
GROUPS of foods described in the charts give considerable latitude of choice to the family food planner. If economy is important, then selections can be the cheapest type of food within each group. Selecting the more expensive types and quality obviously will not result in an adequate diet "at minimum cost."

"YOUR article on moth-prevention helps but it doesn't go far enough", writes a Virginia consumer in response to "Pack Away Your Winter Woolens" in the April 6 issue of the CONSUMERS' GUIDE.

"SOME of the worst damage done in my household has been by a pest that my neighbors call the "buffalo bug." Will the same preventives you recommended for moths work for buffalo bugs?" Frequent cleaning of clothes, fabrics, rugs, furs, and such—the more thorough, the better—is the shortest route to complete elimination of carpet beetles, sometimes called "buffalo bugs", as household pests. But if they once get a start in a closet or under a rug, fumigation is indicated. Next best, cleaning the closets thoroughly, treating cracks and crevices with kerosene, and washing or cleaning or sunning and shaking the clothes and carpets, are the best steps to take. In a tight container, the same chemicals recommended against moths will make a gas potent enough to kill the beetle at any stage of his career. Those chemicals are naphthalene, paradichlorobenzene, and gum camphor.

TRI-STATE Packers' Association whose members, located in Maryland, Delaware, and New Jersey, are packers chiefly of vegetables, gave Government grade labeling a hand when they passed a resolution at their convention in Baltimore in April. Their resolution commended "The largest food distributing organization in the United States" for its cooperation and promotion of grade labeling.

CONSUMERS interested in keeping posted on Federal, State, and local work in enforcing weights and measures laws may want to get a copy of Miscellaneous Publication M156—recently released—which is a report on the proceedings of the 25th National Conference on Weights and Measures. This conference, held a year ago in Washington, was the first since 1931 and the report includes papers and discussions showing developments in the field of weights and measures during the previous four years. Federal authorities, too, report among other things on the National Bureau of Standards "labeling and certification" plan; on Federal legislation relating to standard containers and food and drug control. Copies may be ordered from the Superintendent of Documents, Washington. Price, 20 cents.



The Weather Bureau Lends a Hand

Reducing the gamble in farming means increasing the returns to farmers and consumers. Forecasts from the Weather Bureau have a hand in soil and food conservation.

IT'S EIGHT o'clock in the morning. Telegraph, radio, and teletype messages start pouring into an angular, gaunt, red brick building in Washington—not one of the show places of a city resplendent with great pillared buildings, but the headquarters of a branch of the Department of Agriculture which figures more conspicuously in the lives of the citizens of its country than any other.

STRANGE jumbles of words come in these messages: "ARTHUR FIENDISH RAKE SIRDAR UNFURL TEPID" reads one. Another, "BETHEL EIGHT REVELLED NAILBALL GIG FORGOT." Still more click in through the busy instruments in the main receiving room. Here's one from the South, "MIAMI ANNOY GULLISH FENOWED MORAL CATSUP."

NO WHIMSICAL humor of a too imaginative Government clerk lurks behind these words. They bear serious messages to be put to serious uses. They have been selected by scientists who know the supreme importance of accuracy and precision in reporting, and the necessity for economy. They are a code for reporting weather conditions hither and yon over the country and supply the basis for the reports you will be reading shortly in your newspaper or hearing from your radio.

WHILE you linger over your breakfast coffee, weather observers at some 300 stations in the United States, Canada, Alaska, and the West Indies, are at work reading their instruments, completing their observations, trans-

Pilots know about what to expect in weather 6 to 8 hours ahead, thanks to the forecasts prepared by the Weather Bureau, and they in turn report back to their stations, for the aid of other pilots, information on weather conditions they encounter.

lating measures of heat and cold, wind and clouds and moisture in the air into code and transmitting these code words to each of the Weather Bureau's five forecast centers, chief of which is in Washington. Land messages come in words. From ships at sea come weather reports in number code. All observations are dispatched as nearly as possible at the same time all over the country. Each forecasting center receives dispatches from most of the official observers.

"BOSTON ENDANGER SAMBO FORMFUL CURRENCY", wires one station. Quickly the decoder reads and translates. The report is from Boston. "Endanger" means a sea level barometric pressure of 30.04 inches and temperature of air 22 degrees. "Sambo" tells him that the sky over the Boston observer is partly cloudy; the wind is blowing from the northwest at 18 miles per hour. "Formful" indicates the barometric pressure has been steadily increasing at the rate of 0.08 inch in the last 3 hours and the maximum temperature during the day was 30 degrees. "Currency" reports the sky is half covered with high thin clouds moving from the east.

WIND, heat and cold, humidity, clouds, rain—these humors of the great ocean of air at the bottom of which we live, that start or stop the activities of all living things on the earth, that go their ways uncontrolled and uncontrollable by earthbound creatures—these are the great forces about which telegrams and radio messages are dispatched to the Weather Bureau each morning and again each evening at the same hour. Scientists have learned enough about weather changes to be able, with precise reports at hand on present atmospheric conditions, to make forecasts of what will likely happen in this ocean of air during the next 36 to 48 hours, and their forecasts will be at least within 20 percent of complete accuracy and often much better than that.

EACH detail of each weather report received at 8 o'clock, morning and evening, in Washington from land and sea, from remote and near observation stations, is essential in the making of that forecast. To simplify their interpretation, chartmen record the reports pouring in. Because words are bulky and not so easily and quickly read, weather facts must be translated back into simpler form. They are marked as symbols or figures on maps of the United States.

SYMBOLS and figures representing temperature and barometric conditions go down on one chart. Changes in barometric pressure occurring in the past 12 hours are marked on another. A third chart shows changes in temperature in the last 24 hours. Speed and direction of wind at various altitudes can be read from a fourth. Quickly and accurately these recordings must be made, because time changes their validity and reduces their usefulness.

NOW comes the expert interpreter of these reports, the District Forecaster, who must be at his desk each morning and evening at 8:30, ready when the charts are completed, to spell out of those symbols and signs the portents of weather to come. Years of special training in meteorology, years of study and experience, are behind the District Forecaster as he steps up to the maps twice daily and in a few minutes only is able to make his interpretations and predictions of probable turns in weather.

OTHER District Forecasters, in New Orleans, Jacksonville, Chicago, Denver, and

San Francisco, are ready to make their predictions for their territories at exactly the same time that the Washington Forecaster examines his reports. Each one of these experts, within a few minutes, can cast his eyes on weather conditions all over the country. What he sees in the maps on his desk tells him far more than he could know even if he were to fly high enough above the earth to view the country end to end. At such a height he would be far above the highest clouds and all the atmospheric disturbances that we care about in our day to day plannings would be far beneath him.

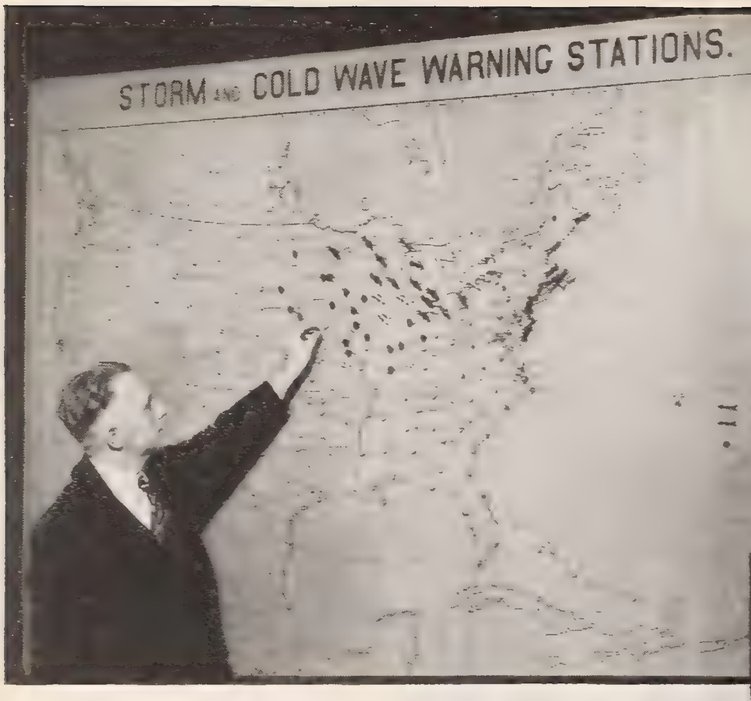
Cooperative observers help supervising stations of the Weather Bureau maintained in the mountain regions of the West in obtaining measurements of the depth and water content of the winter snows. These measurements aid in determining the amount of water that will be available during the following season for the benefit of irrigation and other purposes. The snow measuring staff in this picture (right) records a 12-foot fall on Mt. Rainier, Washington.

Traveling weather stations (above) are used by the Weather Bureau as a new aid in controlling forest fires in California. . . . Human life and property are safeguarded by the flood warnings of the Weather Bureau which collects from about 900 substations measurements of precipitation in drainage basins of streams and observations of height of water on gages placed at strategic points (left). With these measurements and observations, the Bureau is able to predict quite accurately the height of a flood crest and the time it will reach various places along the course of the big rivers.

FIRST the Forecaster draws lines through Chart I before him, lines connecting points which have the same sea-level barometric pressure, lines through points having the same air temperature. Beside him is a typist ready to take down on his machine the forecast for each locality within the States covered by his office. "Fair and warmer tonight. Tomorrow fair", in Washington, the Forecaster dictates and the typist writes. "Showers and cooler tonight. Tomorrow cloudy", at some other point. And so on.

WITHIN 2 hours after the morning observations have been taken, these forecasts are telegraphed to nearly 2,000 principal distributing points. From there they are scattered far and wide by telegraph, telephone, radio, and mail. Within an hour of the time they are issued, they are available to millions of newspaper readers, radio listeners, and telephone subscribers. Nearly 90,000 copies are sent by mail, most of them to be delivered early in the day, none of them later than 6 p. m. Weather maps are dispatched from 45 stations immediately after the morning forecast is telegraphed.

MORNING and evening, this routine is repeated. For the East, observation time is 8


STORM AND COLD WAVE WARNING STATIONS.

For years maritime interests have had from 12 to 24 hours notice of dangerous storms from "storm warnings", indicated here (left) by arrows, which the Weather Bureau displays at more than 400 points along the Atlantic, Pacific, and Gulf Coasts, and the shores of the Great Lakes. Cold wave warnings, shown here by the black dots, are issued from 24 to 36 hours in advance. They are announced throughout threatened regions by telephone, radiograph, radiophone, and mail, and in some localities by the display of flags. . . . Freezing weather warnings, issued in advance by the Weather Bureau, are signals to orchard growers to protect their orchards from frost, which saves fruit growers many millions of dollars. Some oil heaters are pictured below burning at night in a citrus grove after the Weather Bureau's forecast of a destructive frost.

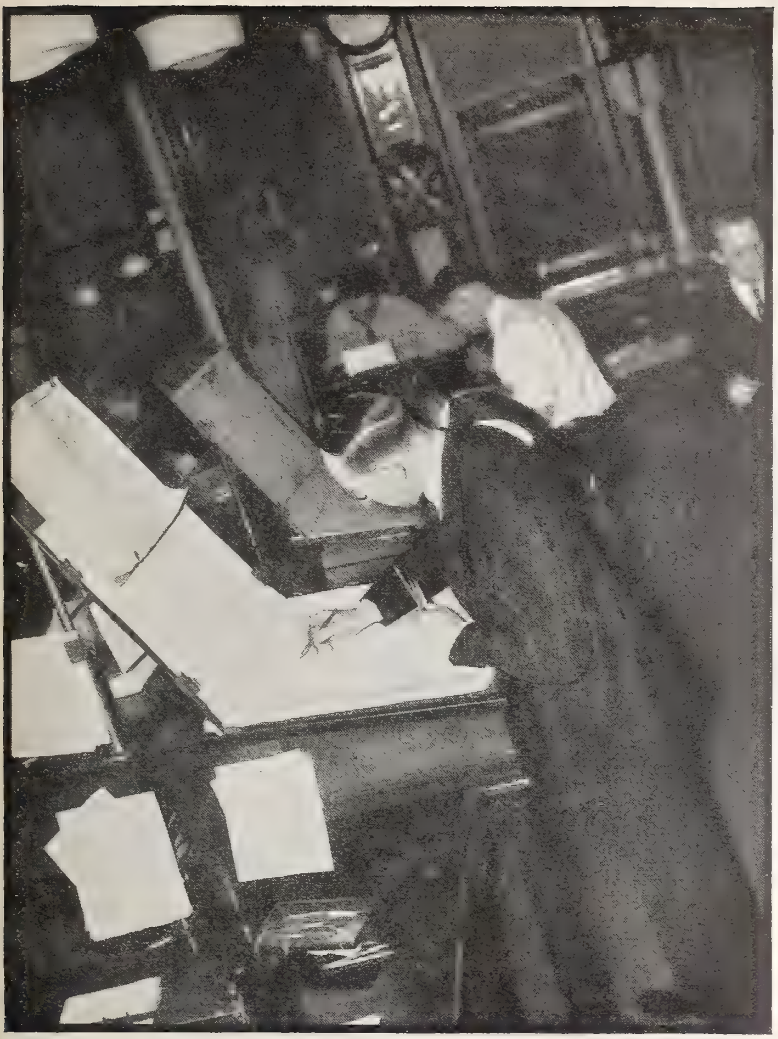
a. m. and 8 p. m. Eastern Standard Time. For the Far West it is 5 a. m. and 5 p. m. Pacific Standard Time. Morning forecasts are usually for 36 hours in advance; evening forecasts are for 48 hours.

NOAH is credited with being the first forecaster. Whoever was first matters little. More significant is the fact that for thousands of years forecasting was pretty much a hit-and-miss matter. Proverbs sometimes worked, but often missed. Aristotle was the first to attempt a reasonable explanation and write it down, and his analysis was not much improved upon for 2,000 years.

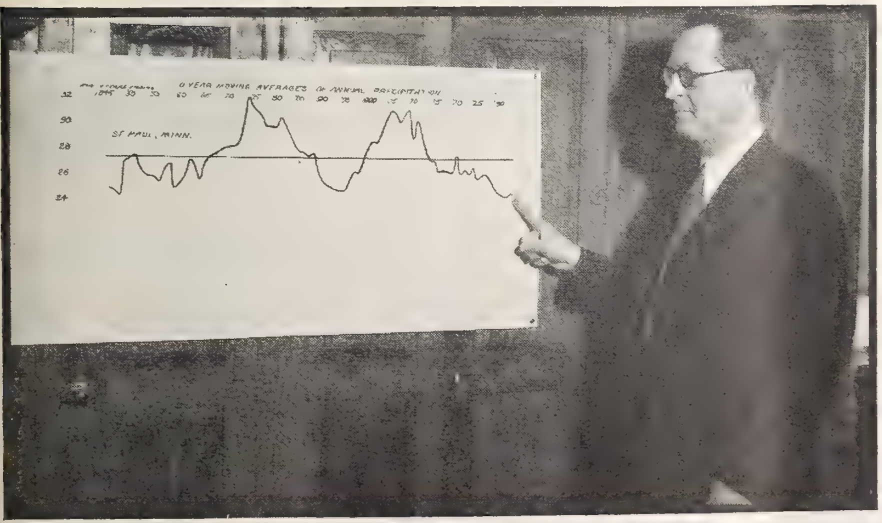
DEVELOPMENT of present forecasting had to await the development of instruments which could enable humans to observe with more precision how nature works and not just reason how it should operate. One of the earliest known weather instruments was a rain gage which Koreans apparently were the first to design in the fifteenth century, A. D. This instrument was not known in Europe until some 200 years later. Vastly more important was the invention of the thermometer, to measure temperature, by Galileo, at the end of the sixteenth century. A little later came the barometer to measure air pressure.

TODAY to aid our Forecasters there are a multitude of delicately balanced instruments, capable of a precision incalculably more accurate than the human eye, to measure temperature, air pressure, wind speed and direction at the surface of the earth and above the earth, speed and direction of clouds, radiation from the sun, the amount of moisture in the air, sunshine, precipitation, evaporation, and so on. Many of these instruments make automatic records.

EQUALLY important in forecasting to the technique of making observations is the technique of collecting them. Weather knows no boundaries of city or country, State or Nation. Winds, clouds, heat, and cold, move with great sweeps over vast areas, insensitive to the imaginary lines humans draw separating their lands, sensitive only to oceans and mountains and sun. When inventors made possible the rapid collection of weather observations from remote places by telegraph and radio they not only increased the accuracy and ease of forecasting



The District Forecaster in the Washington headquarters of the Weather Bureau examines the morning weather map and in a few minutes will be ready to dictate weather predictions to the typist (not in the picture) to his left.



Some experts believe weather travels in cycles—a series of dry years followed by a series of wet years. A Weather Bureau expert shows here two fairly protracted periods of scanty rainfall, one ending in 1864 and the other in 1894, which were followed by several successive years of excessive rainfall. Scientists working on the important new weather research project are examining the soundness of this theory of weather "cycles" and its possible aid in predicting average weather for a whole region.

Weather maps, of use particularly to producers, distributors, and transportation interests, are mailed from Weather Bureau stations immediately after the morning forecast is telegraphed. The draftsman here is preparing a small version of the big map from which the Forecaster had previously made his predictions.

but made possible our present vast system for disseminating forecasts. Invention of the airplane 33 years ago, helped forecasting, too, by increasing and improving the opportunity for observations in what scientists call the "upper air." Every airplane pilot nowadays not only receives Weather Bureau forecasts but sends back to earth his observations of weather conditions along his route.

ORGANIZED weather observation in this country is only a little more than 100 years old, a brief moment in meteorological time. It started in 1817 under the Commissioner General of the Land Office. Two years later the Surgeon General of the Army instituted a system of meteorological observations at military posts. In 1841 the Patent Office and in 1847 the Smithsonian Institution started observing weather changes. The first published weather forecasts based on simultaneous observations collected by telegraph were issued by the Smithsonian, just 12 years after the invention of the electric telegraph. Under the direction of the Cincinnati Chamber of Commerce a system for collecting observations daily from 30 stations and issuing daily weather "probabilities" was started in 1869.

ARMY uses for such information led Congress in 1870 to authorize the taking of meteorological observations by the Signal Service of the War Department. Twenty-one years later, in 1891, this service—now necessary to more civilian than military activities—was transferred to the Department of Agriculture and the present Weather Bureau established.

TODAY a great network of stations, some 7,000 of them, is spread over the country to collect news of the weather and to scatter forecasts of weather to come. Staffed by the Weather Bureau experts are 240 "first order stations", more than 60 of which are at airports. Included in these are the 6 forecasting centers; 45 stations where climatological data are collected; 68 which collect and distribute data on river "stages." Stations in 2,300 localities are managed by local people who read the recording instruments, report them to "first order stations" and in emergencies display warning signals. Topping all these branches of the Weather Bureau are 4,500 cooperative observers, people who are paid nothing by the Government but volunteer their time and ability.

ONLY indirectly do industrial enterprises have to gamble against the whims of nature, but with farming, shipping, and aviation the gamble is direct reality. Every day the Weather Bureau is reducing their risks. Even a 24- or a 36-hour warning to farmers can make the difference between success or failure.

CONSUMERS share with farmers their weather losses by being forced to pay high for weather-damaged supplies. If rain fails to come soon after seed has been planted, farmers' crops and consumers' pocketbooks may suffer. Farmers know that if there is not going to be enough moisture soon after planting, there is no use in planting. The Weather Bureau helps them to choose their time. It helps at harvesting. When cutting time comes, the farmer wants to know what are the chances of rain. Hay has to cure in the sun. Rain injures it. His Weather Bureau report helps him to decide whether tomorrow he will start his harvesting.

OTHER ways in which the services of the Weather Bureau help in conserving food and thereby in conserving soil mount up. Fruit growers watch weather forecasts to know when they should spray their trees. There is not much use in spraying before a heavy rain. Fruits should be picked in advance of rain, so that they can be shipped dry. Weather Bureau reports help the grower to choose his day. Vegetables dug in dry weather, too, are shipped in better condition. Raisin and prune growers know the losses that can come from rain. Warnings help them to protect their fruit, spread out in great trays to dry, by stacking and covering.

WARNINGS of frost, issued 24 to 36 hours in advance, have often saved whole orchards. In the large orchards in southern and western parts of the country, growers use stoves to keep freezing temperature from ruining their fruit. Stoves are expensive to run. Used unnecessarily they can wipe out all the profit in a crop. On the other hand one night of freezing weather may ruin the crop on which the grower depends entirely for his income. In Pacific States alone some 4 million orchard heaters are in use, in the operation of which growers depend largely on advices and warnings given by the Weather Bureau. The value of the oranges, vegetables, and strawberries protected and saved on a single night in a limited district in Florida, through warnings of freezing weather sent out by the Weather Bureau, is reported to have been $100,000. In citrus fruit districts of California, fruit to the value of 14 million dollars was likewise saved on another occasion. Trained meteorologists are assigned by the Weather Bureau to protect growers from unexpected frosts.

COLD wave notices are the signal to other growers to pick beans, grapes, and tobacco. Potato digging must be suspended. Dug potatoes must be removed from the field. Sugarcane must be cut and windrowed. Cranberry bogs must be flooded until after the cold weather spell has passed or the danger of frost is over. Truck growers must protect their tender vegetables by covering with paper, cloth, or soil. All these growers look to the Weather Bureau for its help in forestalling losses.

CATTLE-REGION bulletins, giving Weather Bureau predictions, are published at

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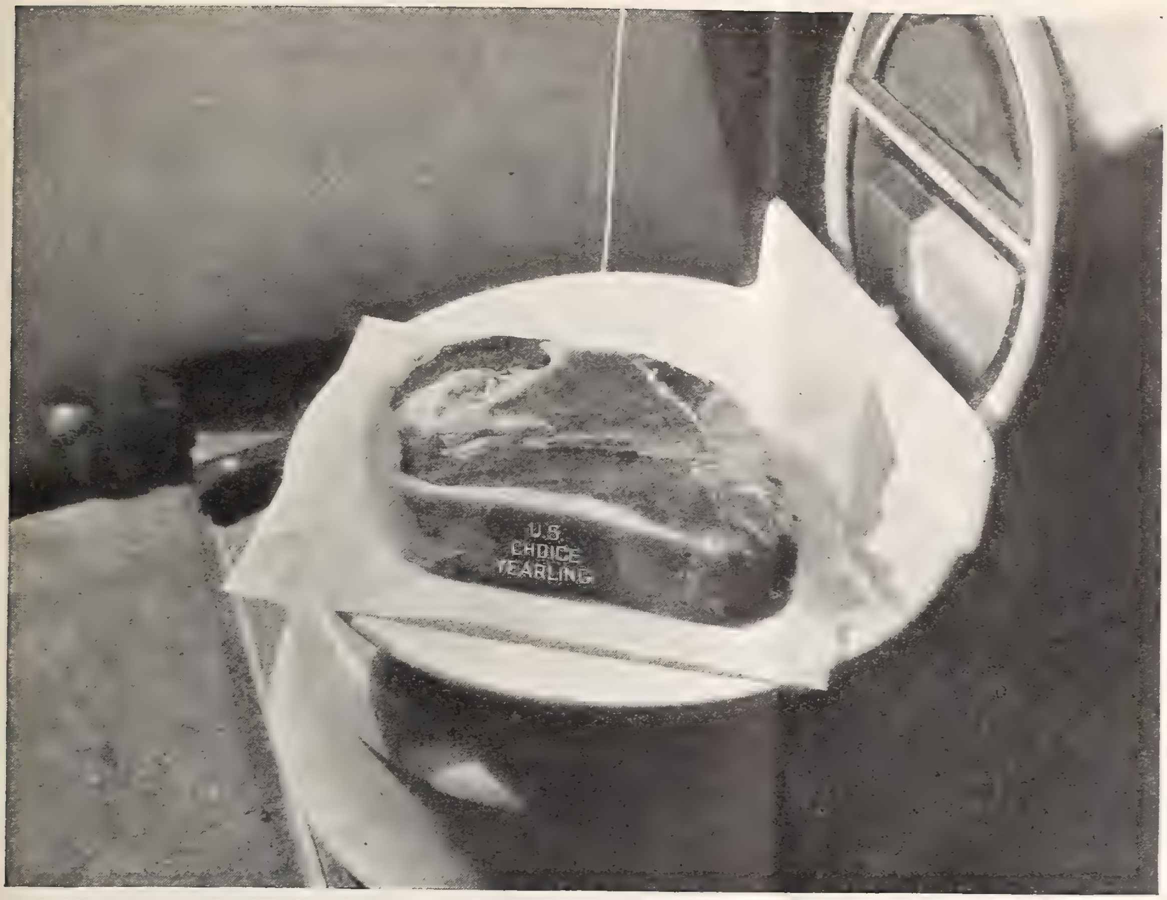

Spring Meat in the Market

Now is the season for choicest types of veal and lamb. Meat graders can help you select both type and quality you like.

YOUNGEST meat animals provide the tenderest, most delicate flavored meat, according to the general opinion of the meat industry and most consumers.

MODERN breeding practices bring us these young cuts of meat all year around. Dairies, whose surplus calves make up the biggest part of our preferred "milk-fed" veal supply, arrange to have calves come at every season in order to stabilize their milk supply. Lambs are specially produced for the quality trade ahead of their normal season by "hothouse" methods.

SPRING, though, still holds its lead as the season when most calves and lambs arrive on average farms. So consumers can expect to find a bigger proportion of the young choice lamb and veal on the market in April, May, and June than at any other time of year, at correspondingly lower prices.

MEAT GRADING experts in the Bureau of Agricultural Economics can answer the consumers' questions, "When does veal become beef?", and "When does lamb turn into mutton?"

VEAL by one definition is meat from calves less than 1 year old. But that is an unsatisfactory arbitrary way of looking at a picture which changes with changing methods of raising meat animals.

SIZE and development are better indications of maturity than the actual age of the animal. Steers bred especially for quick growth and early maturity can qualify as beef far ahead of their first birthday.

CALVES, while definitely not approaching the beef age, still differ tremendously in the meat they provide, depending on their age, feeding, and weight for age. A calf a few weeks old fed nothing but milk provides an entirely different piece of meat from the same cut from a calf 6 or 8 months old which has lived on range grass. Yet consumers buy both under

U.S.
PRIME
LAMB
B.A.E.
U.S.
OFFICIALLY
GRADED

U.S.
CHOICE
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OFFICIALLY
GRADED

U.S.
GOOD
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U.S.
OFFICIALLY
GRADED

U.S.
MEDIUM
LAMB
B.A.E.
U.S.
OFFICIALLY
GRADED

the one name "veal" in the retail market, just as they buy "baby beef", yearling, or older cattle meat under the general name of "beef." Practically speaking, what you get when you ask for veal depends to a large extent on the market you buy in and the price you pay.

MEAT GRADERS recognize this distinction between younger and older calf meat. To them, calves that have been brought up exclusively on whole milk or a diet producing the same kind of flesh, are "vealers." To qualify for this title a calf must usually be less than 12 weeks old, and most vealers that come to the slaughterhouse are from 3 to 6 weeks old. Calves too old to qualify as "vealers" and yet not mature enough for beef are subject to a separate grading stamp classification as "calf."

"VEALERS" are naturally largely the byproduct of the dairy industry. But some are the young of beef cattle, sent to market earlier than usual.

OLDER CALVES come to slaughter as a result of different economic necessities on the farm. In certain parts of the South, for instance, the best beef cattle cannot survive the adverse conditions, including ticks and other pests. Yet the pasture season is long, an asset to a farmer who wants to raise his animals on a small feeding investment. Government researchers are helping farmers in these districts to overcome their disadvantages and turn their advantages into a better living. At the experimental station at Tifton, Georgia, State and Federal agriculturists demonstrated how. They bred the native cow, acclimated to the local adversities, to high-grade beef animals. The calves with this combination of heritages were allowed to roam with their mothers eating their fill of milk and grass. At the end of the best pasture season, they were sold. They brought a good price for their age of 120 days, and produced good meat.

"BABY BEEF", cause of much furore among meat men, is not just the meat from older calves. It is the meat from fully matured well-fattened beef animals. Many cattle breeders have been going in for the special breeding and feeding that produces heavy weight and early maturity at a young age, below 15 months and going down sometimes as low as 7 months. This farm wind blows consumers good, just as the dairy surplus calves give us specially tender meat. For the younger the animal—other things being equal—the more tender the beef. Also many consumers are glad to be able to get good thick steaks for broiling which at the same time do not weigh too heavily on their purse. The same advantage applies to roasts. Rib roasts from baby beef fit into the apartment roasting pan.

MOST VEAL in good markets is tender enough to meet the average needs of most consumers. Those who want to make sure of getting meat from the young milk-fed vealers must have the expert eye of a meat grader or buy meat stamped with Government grades. We list the points for which the grader looks to indicate veal of highest quality.

FAT, within limits, is the most important indication of superior quality in any meat. This is especially true of veal, where fat is not too plentiful at best. So important is the fat factor that vealers light for their age are not eligible for the top grade "Prime." The next classification, "Medium weight" has five grading possibilities, from "Prime" down to "Common." But on the heavyweight vealers weighing 110 pounds or more, there are only four grades, the top four. It would be impossible to find a vealer that was heavy for its age grading below "Medium." Consumers can learn to recognize a generally plump look to the piece as the butcher cuts it, even though they may not see the part of the carcass where the heaviest deposits of fat surround the kidneys. This fat is creamy white and slightly tinged with pink.

U. S.
PRIME
VEAL
B.A.E.

FLESH of highest grade veal is "firm, very fine-grained and velvety, and has a rich pinkish-brown color." Bones, as the butcher cuts through them, show themselves to be soft and red.

OLDER calf veal is measured according to the standards set by young veal. It is naturally not possible to compare grades of two different classes of meats, but consumers who buy either veal or calf by Government grade can be sure of getting a uniform quality belonging in the exact position on the value scale that it is marked.

HIGHEST quality veal, seldom found on the market, is "U. S. Prime, or No. A 1." If you get this grade, you are sure to get milk-fed veal, since calf meat is not eligible for "Prime" grade. The next grade is "U. S. Choice or No. 1." Third down is "U. S. Good or No. 2." Fourth is "U. S. Medium or No. 3." Fifth from the top is "U. S. Common or No. 4." Sixth comes "U. S. Cull."

GRADE stamps are in harmless purple ink, one word to the line repeated right down the column. The first line says "U. S." The second line gives the grade, such as "Choice." The third line gives the class to which the meat belongs, such as "Veal" or "Calf." The fourth line carries the initials "B. A. E." which stand for the Bureau of Agricultural Economics in the Department of Agriculture, responsible for all Government meat grading. Whether buying lamb, veal, or other kinds of meat or poultry, consumers do well to look for the purple grade stamp.

INSPECTION stamps have a different appearance and different significance. They mean that the meat has been inspected for its wholesomeness, edibility, and purity from the point of view of health. Only meat in plants which sell in interstate commerce must be Federally inspected. Local laws in some places take care of other meat, but the insurance this gives depends upon the local situation. About two-thirds of America's total meat supply is federally inspected. Probably a smaller proportion of veal is federally inspected than of other meats because so much of it is slaughtered at the farm and in small local plants. The Federal meat inspection stamp gives absolute assurance of safety anywhere. It is round, purple, and says "U. S. Inspected and Passed" or an abbreviation of those words.

U. S.
CHOICE
VEAL
B.A.E.

OTHER stamps, even purple-colored ones, are sometimes found on meat. They are not official Government assurances, but often represent some system of grade recommendation by the private company selling the meat.

U. S.
GOOD
VEAL
B.A.E.

U. S.
MEDIUM
VEAL
B.A.E.

MOST graded veal you find in the market will be "Choice" or "Good", since it is the best that goes to the grader. Most ungraded veal, if graded, would fall in or below the "Good" grade. Volume of graded veal, though still small in proportion to total slaughter, is rising. 1935 saw almost a third more veal go under the Government grader's stamp than in 1934. This 1935 grading represents a bigger part of the total slaughter, since in 1934 farmers sold a vast number of animals at an early age and low degree of finish because the drought put a stop to further feeding.

MORE LAMB than veal receives Government grades. While Government-graded veal rose from just under 2 million pounds in 1934 to 2¾ million pounds in 1935, lamb almost doubled its graded poundage, rising from 9½ million pounds in 1934 to 17½ million pounds in 1935.

LAMB grades have the same names as those for veal, and the same points indicate superiority: "Conformation", or general symmetrical blocky body outline; "finish" or degree of fattening; and "quality", which is dependent on the other two factors. Fat plays the same prominent part in lamb as in veal, though there is more fat on the best lamb than on the best veal. As in veal, there should be a general sense of plumpness, small soft bones which in the case of lamb are merely tinged with red. Superior lamb flesh should be fine-grained, and smooth or velvety. In color it should be light pink; the darker the flesh the older or less desirable the lamb.

SPRING LAMB is meat from "milk lambs" which have lived almost exclusively on milk. Their flesh is uniformly tender and a shade lighter than that of more mature lambs. They are usually 3 to 5 months old when they go to market, mostly in April, May, and June.

HOTHOUSE LAMB comes earlier on the market, a delicacy very carefully produced for special quality markets in the big cities, under artificially favorable conditions. Almost all hothouse lamb meat sold, whether graded or ungraded, would come within the requirements of Choice or Good grades.

YEARLING mutton graduates from the lamb class at about 12 to 14 months and leaves the yearling class to be called mature at about 20 months. The exact line between lamb and yearling mutton is drawn at the point where the sheep gets its first permanent teeth. But in America lamb represents 80 percent of the slaughter, yearling mutton and mature mutton only 10 percent apiece. The reason for our lack of mutton chops such as England produces goes back into early American history.

WOOL was the main goal of our first sheep breeding. The best mutton-type sheep, raised on the famous English downs, produces only a few pounds of wool a year, while the sheep that give 12 or 14 pounds of wool are not the type that produce the best tasting meat. So the few incidental byproducts of the wool industry that reached the American market as mutton did not build the mutton-eating habit among American consumers. Consumers began to choose lamb rather than mutton, since its youth made it more delicately flavored and tender. Breeders then had an incentive for sending more and more young, well-fed lambs to market. As a result, people in this country who had been eating an average of only 4½ pounds of lamb apiece in a year raised the average to over 7 pounds in 1931. And lamb, which had been a luxury food, is taking a bigger spot each year on the everyday marketing list.

THOUGH MUTTON may never take a really important place in American consumption, the trend is toward larger size lambs. This is a slow process, because consumption habits are difficult to change. When a woman gets used to getting a certain number of chops to the pound she doesn't like to change her plans overnight to accommodate fewer chops of heavier weight apiece. And the small leg of lamb weighing about 4 to 6½ pounds fits into her habitual menus better than larger ones. Some retailers buy heavy legs weighing about 7½ or 8 pounds and cut them so as to make two roasts instead of one, meeting the apartment housekeepers' and the sheep raisers' requirements at one time. So, though the market resists the heavier weights, the top limit is gradually being pushed up.

KEEPING FLAVOR and the other desirable qualities for which consumers learned to like the young lambs, while at the same time sending bigger lambs to market, calls for scientific skill. But if the lamb is the proper type of meat, its more pronounced flavor as it grows more mature is even more desirable to many experts. The goal, then, is to achieve this palatable type of meat while sacrificing little or none of the wool-producing characteristics. Sheep raisers with the help of Government research are heading definitely toward this goal.

PRICES of lamb chops and veal cutlet may still seem high, even at this most favorable time of year. But there are less expensive lamb and veal cuts. Breast of veal and lamb, always well under 20 cents a pound, can be made with skill and imagination into a dish fit for a President.

VEAL has more lean meat per pound than any other meat. Fat makes its contribution to

[Concluded on page 22]

Supplying Food for Adequate Consumption

If everyone could buy an adequate diet how much more food would we need? A start at getting an answer to this major question has been made by three important government offices.

ANYONE'S guess is as good as another's as to how many neckties are necessary to adequate living, but guessing is out when it comes to counting the calories or listing the food nutrients which a person needs for an adequate diet. For food, scientists have worked out much more definite yardsticks than for any other necessity. None of their diet standards is final even yet, but they come closer to supplying a workable measure of present shortcomings as against ideal goals than do any other estimates of human needs.

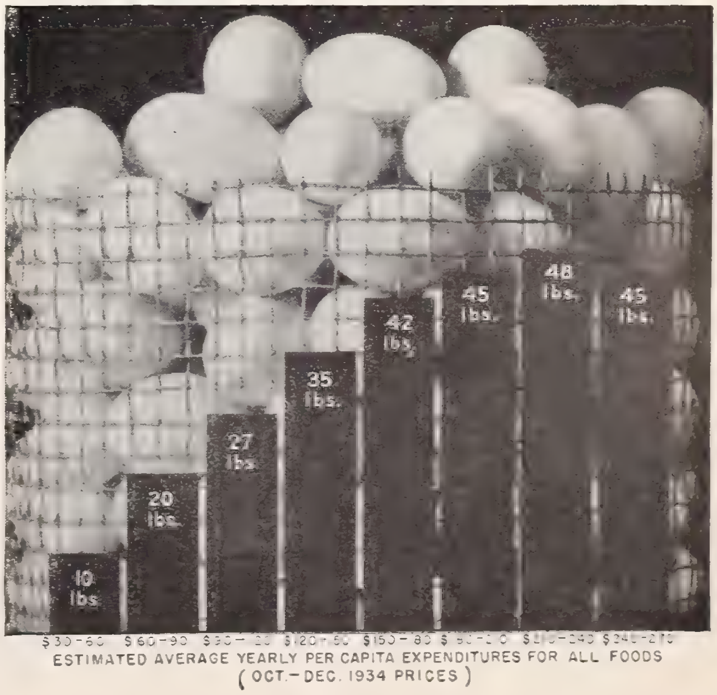
PULLING these diet yardsticks out of the laboratories and standing them up against actual consumption is a difficult job. No one needs a measuring rod to see that some families can buy much less than others, and could buy much less even in our "prosperous" years. Nor is it difficult to see in the poor teeth, the puny and rickety bodies, the grave effects of underconsumption of the right kinds of foods. But to measure underconsumption quantitatively, to set a standard of food consumption toward which the country should work, requires more than a naked eye observation.

DIETARY standards must be matched against actual consumption, not just by the country as a whole but by people who have different sized incomes. One of the things we know is that the amount of food consumed varies with the size of the family pocketbook. Another thing is that the kind and quality of food purchased varies with the size of the pocketbook.

TO MEASURE actual total consumption by income groups, we must know: First, how much families are spending on food; second, how many are spending various amounts; and third, what families ordinarily buy with the amounts they spend. Answers on all these points must be in hand before we can even begin to estimate how deficient, by good diet standards, present consumption is, and how much more food or what changes in the type of food would be needed to supply everyone with at least an adequate diet.

THROUGH good years and bad—and we have had a lot of both in the history of our country—we have jogged along, never knowing the answer to these fundamental questions. Not until a few months ago was research on a sufficiently broad scale started to probe for the facts that are needed if we are going to build a healthier nation. For more than 40 years, the Department of Agriculture has been collecting facts on the content, cost, and nutritional adequacy—or inadequacy—of American diets, but it has never had enough funds to do the job in a comprehensive way. The Bureau of Labor Statistics, too, has been collecting information on family food expenditures and consumption but its researches likewise have been necessarily limited. Other public and private agencies have tackled the job, but they too have only pecked at the problem. Some of these studies give information on the quantities of food consumed, but not on cost; some give data on cost but not

CONSUMPTION OF EGGS STEPS UP
AS FOOD EXPENDITURES INCREASE



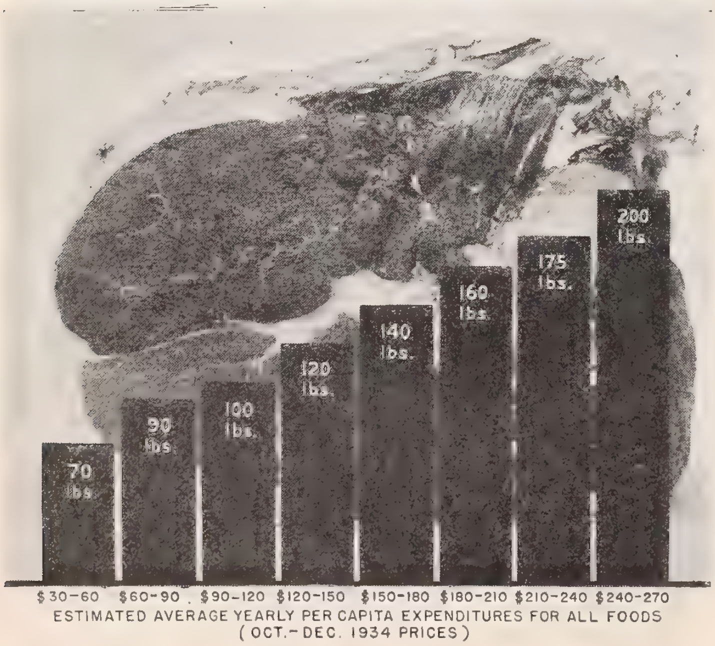
on quantities; some report only on certain foods rather than on the diet as a whole.

A NEW and tremendously important research into America's food spending and eating habits is now under way. When it is completed we shall have a better idea than we have ever had before of who is buying the foods which farmers produce, what it is costing consumers, how much of the family budget has to be spent for foods, and what nutritive values families are getting from their food. Not until information such as this is available can intelligent planning for bigger and better food production for the country be contemplated.

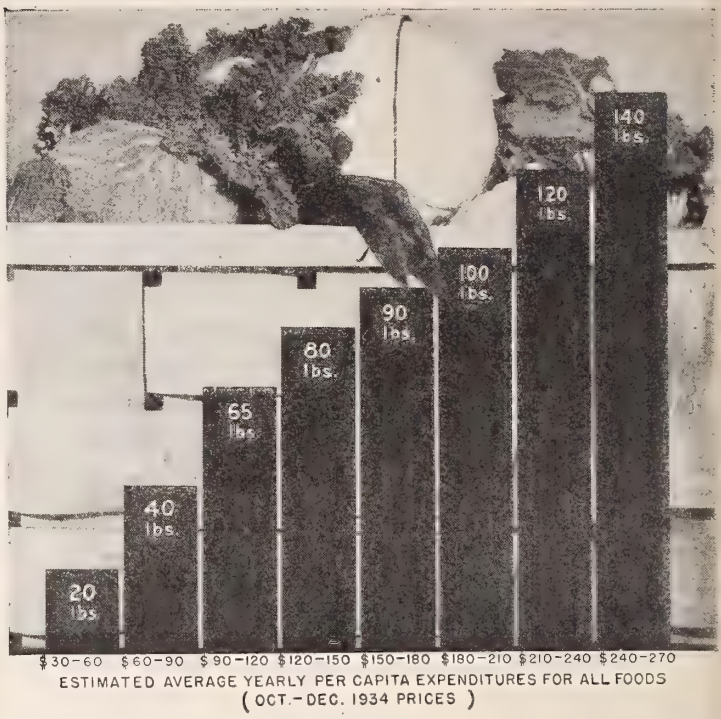
RESEARCH on this major problem is in the competent hands of the National Resources Committee, which supervises general plans; the Bureau of Labor Statistics, which is collecting information on large city family expenditures; and the Bureau of Home Economics of the Department of Agriculture, which is collecting similar information from farm, village, and small town families. When all records are in, this Bureau will measure the food values of city and farm family diets. Cooperating with these offices are thousands of families in cities and small towns who are keeping close tabs on their food expenditures. Without their volunteer help the job could never be done.

A PREVIEW of the valuable information that may be expected to come out of this research is suggested in a study of nonfarm families recently made by the Bureau of Home Economics. Using what data from other studies are available, making estimates—as accurate as possible—where necessary, some significant observations stand out. They must be only tentative until the new consumption study is completed.

CONSUMPTION OF LEAN MEAT, FISH, AND POULTRY STEPS UP AS FOOD EXPENDITURES INCREASE



CONSUMPTION OF GREEN AND YELLOW VEGETABLES STEPS UP AS FOOD EXPENDITURES INCREASE



FIRST, the Bureau looked into the studies of a limited number of families not living on farms which had been made between 1913 and 1933. In these they found data on the actual amounts of different foods bought over the course of a year. Some families had little money, some had larger amounts, which they could spend for food. In no case could any of the families studied have been classed in the big income brackets.

TRANSLATING these amounts of foods into dollars was the next step. Food prices vary, of course, from year to year. It was necessary to convert all prices quoted in the various studies to the same period and bring them as up-to-date as possible. The period chosen was October-December 1934. Cost of food purchased by the various families was adjusted to October-December 1934 costs on the basis of average retail prices as reported by the Bureau of Labor Statistics.

QUANTITIES of food bought were then classified according to the food expenditures per person in family. From these figures, estimates could be made of the customary consumption habits of families spending specified amounts in 1934 for food. Table 1 on this page gives figures for all groups of foods.

PURCHASES of all kinds of food increase as the money available for food grows bigger. But the most arresting fact which stands out from this comparison of family consumption habits is that purchases of some foods increase much more than others.

TAKE two types: Grain products and milk. When the average amount spent for all foods per person (on the basis of October-December 1934 prices) was $30 to $60, 150 pounds of grain products were purchased. When expenditures were $60 to $90, the amount was 170 pounds, an increase of 13 percent. In the case of milk, when total expenditures were $30 to $60, an average of 125 pounds was bought, while families in the $60 to $90 expenditure group purchased 230 pounds, a gain of 84 percent.

APPARENTLY as buying power swells, the increase in purchases of different types of food is greatest for fruits and vegetables (other than potatoes and the dried legumes); next, for eggs and butter; and third, for milk and meat.

HOW good a diet would families get, spending the various per capita sums and selecting the indicated amounts of food?

NUTRITIONISTS in the Bureau of Home Economics examining these lists of foods have measured their food values and compared results with estimates of the kinds and amounts of food that will give an "adequate diet." This is what they find: On the basis of the way people apparently have been buying and of the prices which they had to pay in 1934, families in the first two groups shown in Table 1 failed to get a diet adequate for good health. Families in the third group were probably about on the borderline of getting a satisfactory diet. To provide diets whose average nutritive value afford a reasonable margin of safety over minimum requirements would necessitate, on 1934 prices, a food expenditure between $120 and $150 per capita per year.

SUPPOSE now that family expenditures for food were stepped up so that the minimum diet which every one in the country received was at least an adequate one, how much would the urban demand for farm products be expected to increase?

NO CENSUS of the number of families in the country is available which shows how many

[Concluded on page 23]

Table 1.—Estimates of yearly per capita consumption of principal foods or food groups, by nonfarm families (based on studies of family diets, 1913–33)

FOODS	Estimated average consumption in pounds when yearly per capita expenditure* for food is—							
	$30 to $60	$60 to $90	$90 to $120	$120 to $150	$150 to $180	$180 to $210	$210 to $240	$240 to $270
Grain products	150	170	170	180	190	190	190	190
Milk	125	230	270	340	350	365	380	400
Potatoes, sweetpotatoes	100	125	145	150	150	150	150	150
Dried legumes	10	12	13	14	15	15	15	15
Tomatoes, citrus fruits	20	35	55	70	90	110	120	130
Green, leafy, yellow vegetables	20	40	65	80	90	100	120	140
Other vegetables	20	30	45	55	65	75	80	85
Other fruits	40	90	150	175	200	210	220	230
Sugar	30	45	55	60	65	70	70	70
Butter	7	10	15	18	23	28	32	35
Other fats and fatty foods	20	21	23	25	25	24	23	22
Lean meat, fish, poultry	70	90	100	120	140	160	175	200
Eggs	10	20	27	35	42	45	48	45
TOTAL	622	918	1,135	1,322	1,445	1,542	1,623	1,712

* Adjusted to October–December 1934 values by the United States Bureau of Labor Statistics retail food index.

CONSUMERS' COUNSEL REPORTS RESULTS of BREAD COST INQUIRY

BREAD PRICE increases or threatened increases, which were a problem to consumers in some cities last fall when the trade press predicted a general advance of a cent a pound—our readers will remember—provoked an inquiry by the Consumers' Counsel into the facts behind the proposed increase. In a questionnaire which was sent to bakers in all cities where a price advance had taken place or was threatened, the Consumers' Counsel asked bakers to volunteer information on costs, on formulas and types of ingredients used, so that consumers could judge for themselves whether the higher price was justified. It was the purpose of Consumers' Counsel to obtain for consumers just such self-protective information as is sought, and to a large degree obtained, by other economic groups. Consumers' Counsel and the Department of Agriculture, however, are not authorized by law to require bakers to furnish the information. They could only request it.

OUR LAST report on this inquiry, in the December 2, 1935 issue of the CONSUMERS' GUIDE, came at a time when bread prices were still pushing up, not generally, but here and there. Since the turn of the year the trend has been the other way, with the removal of the processing tax on wheat on January 6. A final report of the results of the inquiry can now be made.

QUESTIONNAIRES were sent to 535 bakers in 34 cities. They were sent to commercial and chain-store bakers in each city from which reports had come that the price of bread had gone up. Of these, 114 came back indicating that the baker had moved, he had made no price advance, or baked no bread, leaving a net of 421. To this number of requests for simple business facts on the costs and composition of their bread, bakers made returns as follows:

SIX FILLED out the questionnaires and returned them to the Consumers' Counsel. Six definitely refused the information requested. Twenty-six replied that the information was not available or furnished incomplete answers which could not be used. Total of these replies of one kind or another is 38, out of 421 bakers.

CITIES and the net number of questionnaires sent to bakers within each city are listed here. Figures in parentheses indicate the number of bakers who failed to make any reply:

Allentown, Pa	9	(7)
Altoona, Pa	3	(3)
Bordentown, N. J	3	(1)
Bridgeport, Conn	18	(16)
Buffalo, N. Y	22	(22)
Butte, Mont	8	(8)
Dallas, Tex	8	(8)
Evansville, Ind	9	(7)
Harrisburg, Pa	14	(14)
Hartford, Conn	14	(13)
Houston, Tex	18	(17)
Indianapolis, Ind	16	(15)
Kansas City, Mo	15	(13)
Lewistown, Pa	1	(1)
Los Angeles, Calif	33	(29)
Louisville, Ky	6	(6)
Milwaukee, Wis	24	(16)
New Haven, Conn	19	(18)
Newport News, Va	3	(3)
Norfolk, Va	4	(4)
Pensacola, Fla	1	(1)
Philadelphia, Pa	20	(16)
Pittsburgh, Pa	35	(31)
Portsmouth, Va	1	(1)
Richmond, Va	5	(5)
Rochester, N. Y	14	(14)
St. Louis, Mo	30	(28)
Scranton, Pa	11	(11)
Sunbury, Pa	4	(4)
Toledo, Ohio	10	(10)
Trenton, N. J	11	(11)
Washington, D. C	19	(17)
Williamsport, Pa	6	(6)
York, Pa	7	(7)

NO REPLIES of any sort were obtained from 383 bakers. Each firm which failed to answer was sent a follow-up letter repeating the request for information.

ONE CONCLUSION is that most bakers will not voluntarily give consumers the facts to justify increased prices for their product. But it is possible that more replies might eventually have been received if the trend of bread prices had not turned downward. After the removal of the processing tax by the Supreme Court, bread prices began to go down. A few additional reports had been definitely promised but were not received. To the great majority of the questionnaires, however, no response of any kind was made at any time.

THE GENERAL INCREASE of 1 cent a loaf, which trade papers and others were discussing prior to the bakers' convention last fall, did not take place. Scattered increases, some large, some small, were reported during October, November, and December. So far as these are reflected in the average prices reported by the Bureau of Labor Statistics for 61 cities, they are summarized below.

FIFTY-EIGHT CITIES reported bread prices for October 8 and for December 31. During that interval this is what happened to the average retail prices per pound of white bread:

INCREASES IN 41 cities—
0.1 cent______ 15 cities
0.2 " ______ 9 "
0.3 " ______ 2 "
0.4 " ______ 3 "
0.5 " ______ 3 "
0.6 " ______ 2 "
0.7 " ______ 1 "
0.8 " ______ 2 "
0.9 " ______ 2 "
1.2 " ______ 1 "
2.1 " ______ 1 "

DECREASES IN 6 cities, amounting to 0.1 cent in 1 city, 0.2 cent in 2 cities, 0.3 cent in 1 city, and 0.5 cent in 2 cities.

NO CHANGE of price on December 31 as compared with October 8 was reported for 14 cities.

AVERAGE INCREASE for all cities was 0.3 cent per pound loaf. On October 8 the average price was 8.3 cents; on December 31 it was 8.6 cents.

WHAT HAPPENED to these prices after December 31 may be summarized in this manner:

OF THE 41 cities in which bread prices increased from October 8 to December 31, 1935, only 10, as of April 7, 1936, had maintained the December 31 prices; 5 others were higher than they were on October 8 but were 0.1 to 0.6 cent lower than on December 31; 7 had returned to their October 8 prices; and 18 had gone down since December 31 more than they had gone up before that date, and were from 0.1 to 2 cents lower on April 7 than they were on October 8; 1 city only was higher on April 7 than on either October 8 or December 31.

NET RESULT of all bread price changes before and after December 31 is that 29 cities reported lower average prices on April 7, 1936, than on October 8, 1935, 19 cities reported higher prices than at the earlier date, while 13 cities reported the same average prices on both dates. By far the larger number of the changes were small in amount. In only 11 of the 61 cities was the net change for the period as much as a half cent or more per pound loaf. The combined effect of all these changes was an average price of 8.2 cents per pound loaf for all cities reporting on April 7, 1936, 0.1 cent below the average for October 8, 1935.

POSSIBLY bakers can be induced to respond more generously to requests for facts behind bread prices from local consumers than from Washington. Other questions beside price increases sometimes need answering. Indeed it may be difficult to answer the question "What is the price of bread in this city?" (It may be more difficult to answer the question, "What is the retail price of bread baked in this city and shipped to outlying areas?") A quick survey of retail bread prices in the neighborhood of the city of Washington reveals how complicated such a thing as the price of bread may be.

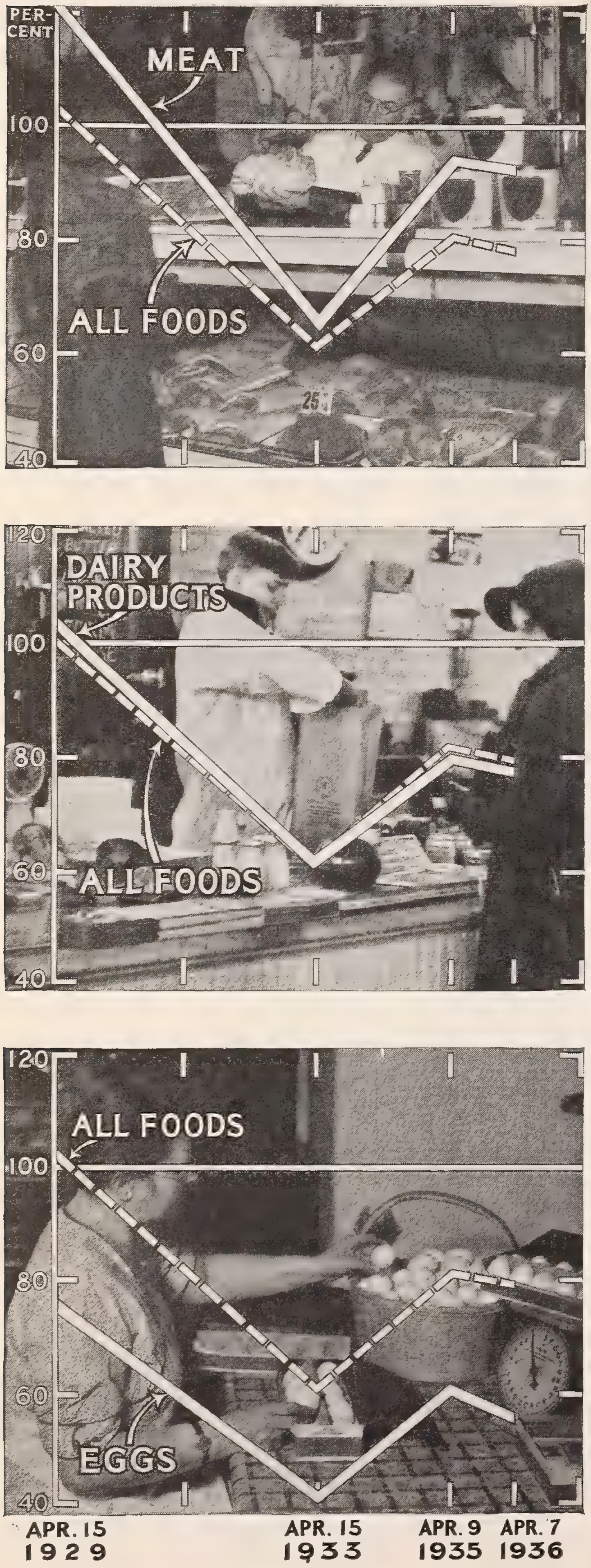
WHITE BREAD baked in Washington by the large commercial bakeries generally sells at 8 cents wholesale for the pound loaf. In the city such bread sells to consumers for 9 cents or 10 cents retail, depending on the mark-up of the retailer. In the surrounding area it appears that such bread will sell for 9 cents retail in one town while in a nearby town the retail price for the same bread will be 10 cents.

THEN there is also considerable variation in weight of loaf in towns outside of Washington, but receiving bread from the Washington bakeries. At one place an 18-ounce loaf sells for 12 cents wholesale; at another a 20-ounce loaf sells for 10 cents wholesale; and at still another a 24-ounce loaf is found selling for 10 cents wholesale.

DISTANCE from Washington of the places where Washington bread is sold does not add to its wholesale or retail price. On the contrary, the survey revealed one brand of Washington bread selling for less at the outer limits of the Washington area per wholesale price than is charged for nearer to Washington or in the city itself. The 20-ounce loaf of this make of bread sold at some places for 8 cents wholesale, whereas nearer to Washington it sold for 10 cents. In the city of Washington a 10-cent wholesale price buys only 16 ounces of white bread under this brand.

THE reason for selling bread at a lower price after it has been hauled 30 miles or more by truck is said to be that local competition in some of these towns requires it. What, then, is to be said of the competition in Washington itself where there are so many bakeries offering their goods to the same consumers? Such a question consumers may ask bakers to answer if they examine bread prices and weights in their own cities.

A PERSPECTIVE OF FOOD COST CHANGES
1923-1925 = 100



Your Food Costs

APRIL, trumpeting the opening of major fruit and vegetable parades to market from Southeastern States, Texas, and California, brought few disappointments this year to consumers.

SUPPLIES of many of these foods were enough better than last year to pull down the cost of fruits and vegetables generally to 5 percent below last April's level, although there was a very slight lift in prices over those 2 weeks previous, due mostly to higher potato prices. While meats, cereals, and some other foods are still well above their low prices of 1933, fruits and vegetables were selling on April 7 at an average of only 16 percent more than on April 15, 1933, and were 28 percent below April 15, 1929.

FOOD costs in general on April 7 were again below costs prevailing in the corresponding period in 1935. Since the first of the year food prices have dropped over 4 percent. This is just the opposite of the situation prevailing during the first quarter of 1935 when the index of city food costs advanced about 5 percent.

INDEX of retail food costs on April 7 as reported by the Bureau of Labor Statistics was 78.9 percent of the 1923-25 average. While the index was only slightly below costs on March 24, it was 3 percent below costs for April 9 last year. On April 15, 1929, the index of food costs stood at 100.8, while on April 15, 1933, it was 60.1.

EGGS and dairy products again exhibited the largest decline in costs during the 2-week period. Cereals and bakery products showed another small decline in costs. Other food groups exhibited only slight changes.

LOWER food prices during March did not result in lower cash income for farmers. Although there was a decline of 5 percent in farm prices, larger quantities shipped to market more than offset this price drop. Shipments of grain, truck crops, hogs, and eggs showed more than seasonal increases and were mainly responsible for larger cash income.

and Supplies

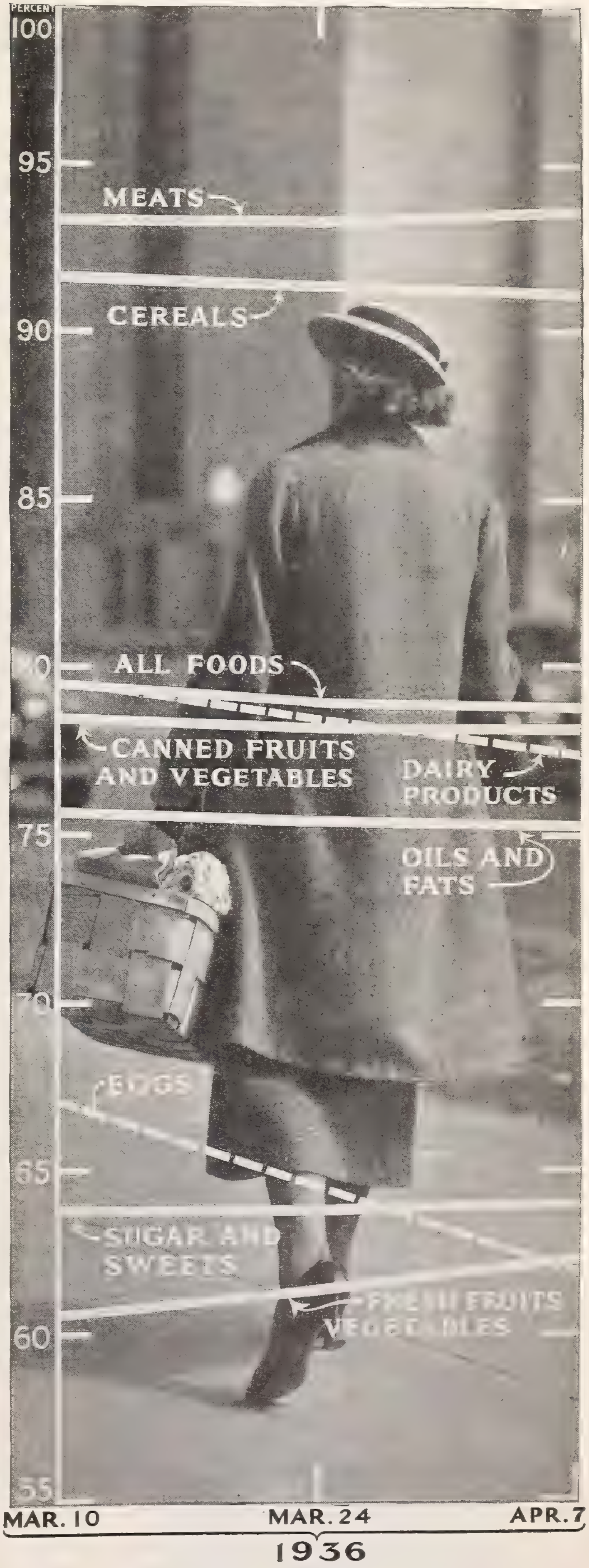
FARMERS' cash income from marketings during March totaled 513 million dollars compared with 467 million dollars in February and 429 million dollars in March 1935. The increase from February to March was in contrast to the usual seasonal decline. During the first quarter of 1936, farmers' cash income from marketings was about 20 percent more than in the same period of 1935.

FIRST shipments of green corn and cucumbers from Florida arrived during the first week in April. Asparagus shipments have been increasing weekly with California furnishing most of the supplies. Up to April 11, total asparagus shipments were almost twice as much as the same period last year. New carrots continued to arrive in larger volumes. Imperial Valley shipments up to April 11 were well ahead of last year and larger supplies are now coming from Texas. Texas new onions also were appearing in market in large quantities with shipments up to April 11 about twice as large as the corresponding period last year. New potato shipments were larger, but were offset by smaller movement of old potatoes. Spring cucumber production in Florida and Texas this year is estimated at 8 percent above last year.

STRAWBERRIES are coming to market in large quantities and prices should continue downward. Production from the second early producing States, however, has been curtailed by freezing temperatures and heavy rains. Total production from these States is now forecast at 2,661,000 crates, compared with 3,045,000 last year. Berries from this area should start moving to market the latter part of April.

FRUIT prospects for this year appear favorable since trees in most areas came through the winter in good shape. On April 1, it appeared that the southern peach crop would be average or above average this year. Frosts in California caused some damage to almonds, apricots, early cherries, peaches, plums, prunes, and grapes. Potential production of some of these crops has been reduced, but there is no

A CLOSE-UP OF FOOD COST CHANGES
1923-1925 = 100



definite indication that State production has been lowered to a short crop basis. Damage was mitigated by the fact that prior to the frost it appeared that heavy thinning would be necessary due to the heavy set of fruit on the trees.

EGG production exhibited a more than seasonal increase during March. On April 1, production was about 4 percent above April 1, 1935, although it was still below the 5-year April 1 average. Further increases are expected during April and May, since feed costs are unusually low in relation to egg prices. Storage supplies of eggs on April 1 were unusually low despite the record increase in production per hen the preceding month. This indicates that most of the eggs were used for current consumption. Operators lost heavily on storage eggs last year and this may in part account for the small storage this year.

RETAIL egg prices continued downward from March 24 to April 7, dropping 1.4 cents a dozen. Wholesale egg prices appear to have reached their seasonal low point of the year in March. Since the first week in April, wholesale prices have advanced slightly so that some increase in retail prices may be expected. Retail prices in the spring and summer are expected to be lower than last year.

BUTTER production during March was higher than last year and is expected to continue upward for several months. Production usually increases at this time of the year due to larger cream supplies. The high price of butterfat compared to feed prices has further stimulated production. Total milk production in the first half of 1936 probably will be considerably greater than during the first half of 1935. However, it is not expected to be as large as during 1924-29.

STORAGE stocks of butter continued downward during March in spite of increased production. Demand for butter was fairly heavy and most supplies moved into retail channels. Demand for butter for storage this summer should be fairly heavy as the past season was very profitable to storage operators.

BUTTER PRICES to consumers declined 1.1 cents per pound during the 2-week period. This reflected similar changes in wholesale prices which have been going down steadily since mid-February. Consumers may expect a smaller decline in butter prices or even a slight advance during April because the demand has been fairly heavy in relation to the supply.

AVERAGE retail white bread prices dropped 0.3 percent from March 24 to April 7. Rye bread decreased 0.1 cent a pound. White bread prices increased in 7 cities and decreased in 14 others. The only major increase occurred in Dallas, Texas, where prices went up 0.9 cent a pound. This partly offset a sharp drop which occurred there as a result of a bread war. Major decreases occurred in Cleveland, Minneapolis, and St. Paul, ranging from 0.3 to 0.5 cent a pound loaf.

LARGER hog and cattle slaughter seems likely to continue for several months due to favorable feed conditions. Hog supplies from April 1 until September 30, the end of the hog marketing year, are expected to be about 20 percent larger than last year. Trend of hog prices from April through June is likely to be downward in view of the probable increase in marketings.

RETAIL PRICES of chops and loin roast advanced 0.1 and 0.2 cent per pound from March 24 to April 7. Lard and most cured products, with the exception of sliced bacon, registered slight declines.

MARCH was the first month in over a year and a half that the supply of good and choice steers was larger than for a corresponding month in a previous year. Cattle slaughter from April to June is expected to be larger and of a better quality than last year. More better-grade steers should be slaughtered as the season progresses.

BETTER-GRADE cattle prices decreased, while prices of lower-grade steers increased during March, narrowing the price spread between the two grades. Prices of better-grade steers are not expected to change immediately although slight increases may occur after May.

BEEF and veal prices to consumers advanced slightly during the 2-week period. Round steak and veal cutlets registered major changes, and were up about one-half cent a pound. These advances occurred again when supplies were increasing, indicating that demand for beef has improved.

Toward Better Consumer Buying Power

The GUIDE summarizes here changes in food prices in relation to city workers' earnings, based on the latest reports of the Bureau of Labor Statistics.

CITY consumers' food costs have apparently started to level off at the same time that factory payrolls have been increasing.

FACTORY payrolls in March were 7 percent larger than March 1935 payrolls. Food prices in March were ½ percent below the level of the previous March. While this decline is not large, March prices were the first since mid-1933 to drop even slightly below the level of prices in the corresponding period of the year before. April 7 prices were almost 3 percent below April a year ago.

BECAUSE of this leveling off in food prices at a time when payrolls in factories were increasing, the ability of employed factory workers to purchase foods was 8 percent greater in March of this year than in March 1935. Their capacity to buy foods has made a gain of 54 percent from March 1933, but must step up 15 percent more if it is to reach its March 1929 level.

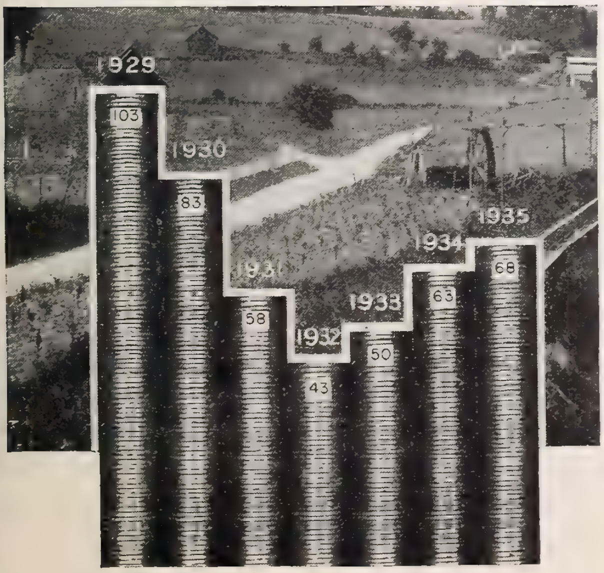
THESE measures refer only to factory workers as a group who have jobs. While employment in the past year has increased 2 percent, there are many individual factory workers who have not shared in the general payroll increase. Nor do conditions among factory workers as a group reflect conditions among the millions of workers who are dependent on relief for their subsistence.

PRECISE gages of the purchasing power of all urban consumers are not available, but from estimates as accurate as can now be made, the food purchasing power generally of consumers not on farms was about 10 percent greater this March than last.

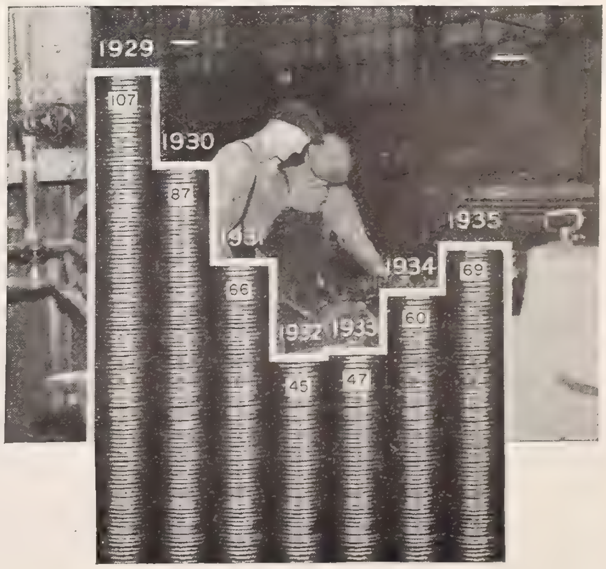
INCREASES in farm production—some of them planned under the old control programs of the AAA to correct the low production levels of drought years—and the removal of processing taxes have contributed to the present change in the food supply situation which is being reflected in prices to consumers. Compared with a year ago, the supply of foodstuffs coming to market during the first 3 months of 1936 is larger. Had there not been such a gain, the increase in payrolls which has occurred over the year would have resulted in higher food prices. The increased quantities have been enough to balance the larger number of dollars available to buy food and so kept prices from mounting.

BARRING adverse crop conditions, production of many farm commodities is expected to be better this summer than last, which should tend toward still lower food prices. This downward trend in prices may be retarded by increases in consumer purchasing power.

[Concluded on page 23]



Farmers' Cash Income (1924–29=100)



Factory Payrolls (1924–29=100)

THE WEATHER BUREAU LENDS A HAND

[Concluded from page 8]

several central points in western grazing country. These bulletins keep cattle raisers advised of range conditions. Because of the large expanse of range area, some sections may suffer severe drought while in others there is ample moisture. When it becomes necessary to ship stock from drought areas, livestock producers consult these Weather Bureau bulletins. Every Wednesday during the winter a "Snow and Ice Bulletin" is published by the Bureau which winter wheat growers utilize. Warnings of possible inundation from high tides or backwater blown up by winds are notice to rice growers to flood their crops so as to prevent the straw from being broken by winds.

FORECASTS help, too, in cutting losses en route from the farmer to consumers. Perishable farm produce must be protected against extremes of temperature. Air-conditioned and refrigerated cars help, but shippers must know the actual and expected temperature along their route if they are to keep their produce in the best condition. Bananas, for example, must be kept at a temperature between 58 and 65 degrees during shipment. Temperature below 55 degrees chills the fruit and causes deterioration. Temperature above 65 degrees produces over-ripening. Besides, bananas generate heat after being placed in a car. Similar precautions must be taken by shippers of vegetables, eggs, and other foods liable to damage from temperature extremes. Shipment of live animals is avoided when a hot wave is expected.

WEATHER BUREAU predictions as to temperature at marketing centers are a guide to shippers in meeting irregular demands dependent on temperature changes. Watermelon growers know that a sudden drop in temperature in cities cuts the demand for their fruit and is the signal for slacking up on shipments if they do not want their fruit to waste away unbought.

MANY more services of the Weather Bureau might be itemized. The list is long. This is enough to suggest the every-day, year-in-and-year-out, way in which this branch of the Department of Agriculture is lending its hand to the great task of using our resources in land with the greatest possible economy of effort and expense, and with the minimum of loss from predictable weather hazards.

LONG-TIME predictions might help even more in this struggle of producers against weather risks. "Thus far", the Weather Bureau says, "no laws of weather sequences have been discovered whereby reliable weather forecasts for long periods in advance can be made." New researches in this field are now under way.

SOME months ago the Secretary of Agriculture invited Scientists in the Weather Bureau and other branches of the Department to pool suggestions from experts in and out of the Government on how to conduct some fundamental weather research. Out of their deliberations has come a project to study "Long-range Weather and Crop Forecasting", on which eminent scientists are now working. First, they will study the possibilities of long-range forecasting; and second, analyze the influence of weather and other factors on crop production.

"THERE is perhaps", the Secretary explains, "one chance in ten that science will some day enable us to make long-range weather forecasts, but the value of such forecasts would be so enormous that the chance, whatever it may be, is worth investigating. Even if we never succeed in developing accurate long-range weather forecasts, it would be most useful to know the exact relationship between past weather and crop yields."

SPRING MEAT IN THE MARKET

[Concluded from page 12]

fuel, but getting fat into the budget is not such a problem. The food values of lean meat are protein of the "complete" and "efficient" type found too in milk and eggs, and the minerals for building blood and muscle and bone, and Vitamin B for appetite, muscle tone, and high spirits; and Vitamin G for general well-being and keeping young. The lean meat of all animals is just about equally valuable, according to the latest information of the nutrition experts in the Bureau of Home Economics. So when a cut is almost all lean-meat nourishment it need not give a guilty conscience to the most conscientious budgeteer.

LAMB can go into the menu in more ways than most of us realize. Help in learning those ways comes by way of the Bureau of Home Economics bulletin, "Lamb as You Like it", for sale for 5 cents by the Superintendent of Documents, Washington, D. C.

SUPPLYING FOOD FOR ADEQUATE CONSUMPTION

[Concluded from page 15]

spent the various amounts shown in Table 1. There are estimates computed for 1929. These are contained in a report by the Brookings Institution. Using these Brookings figures and applying them in a general way to the 1934 picture, the Bureau has given a rough picture of the way the total demand for food products from urban families might be stepped up if families spending small amounts for foods were to have their food money increased.

Table 2.—Urban demand for food products might be increased if—

FOODS	Families spending less than $90* per capita per year for food could buy diets costing $90 to $120*	Families spending less than $120* per capita per year for food could buy diets costing $120 to $150*
	Percent	Percent
Flour, cereals	1	6
Milk	12	33
Potatoes, sweetpotatoes	10	13
Dried beans, peas, nuts	6	12
Tomatoes, citrus fruits	22	45
Leafy, green, yellow vegetables	25	46
Other vegetables	21	40
Other fruits	28	43
Sugar	13	21
Butter	20	37
Other fats	5	12
Lean meat, poultry, fish	7	23
Eggs	18	42

*October–December 1934 price levels.

TABLE 2 shows these estimates, which are suggestive only because of the broad assumptions on which they are based, as applied to two groups of families. The first column shows how much demand for different foods might be increased if families spending less than $90 per person a year could afford to spend between $90 and $120. The second estimates the possible increase were the food budgets of families spending less than $120 per person a year increased from $120 to $150.

DEMAND for milk, to take one example, might—if these estimates are correct—be stepped up 12 percent if families under the $90 per capita food spending class were lifted up to the $90 to $120 class. It might be increased 33 percent if families under the $120 class were able to spend from $120 to $150 per person a year for all their food.

TREMENDOUS importance attaches to accurate estimates of possibilities for increasing the demand for food products. They open the picture to a healthier, happier nation. They present opportunities—and problems—for the food producers and distributors of the nation.

THROUGHOUT this study many estimates have had to be made. They have been made with the greatest possible care, but whether they come close to the mark of revealing actual conditions in the country will be tested when final reports are in from the new consumption study.

FARMERS, now and then, charged by some with the sole responsibility of producing all the foods necessary to give everyone an adequate diet, have a large stake in the findings of this important study. It will give a gage of the job ahead of them. But before farmers can undertake the job of producing a greater abundance, they have a question to put to industry. It is this: What will industry do to provide city consumers with jobs and incomes sufficient for every family to buy an adequate diet at prices which make it possible for farmers to produce the necessary abundance, not just for one year, but continuously?

IF YOU are moved to inquire further into the study made by the Bureau of Home Economics which is reviewed here, please hold off. We have reported as much detail as is now available, and the Bureau—limited in its personnel—is working full time on the more important new consumption study, results of which will be made public as soon as possible.

TOWARD BETTER CONSUMER BUYING POWER

[Concluded from page 21]

CONSUMER interest is not concerned solely, of course, with price and income indexes. The more fundamental interest of consumers is in a better standard of living. That means a larger quantity of goods of high quality available for consumption. When payrolls go up faster than prices, consumers are able to buy more, but to put living standards on a higher level than ever before, the gain of consumer incomes over consumer prices must become a continuing process over a period of years.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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Consumers' Guide

VOL. III, No. 10
MAY 18, 1936

HOW MUCH MILK ?

FACTS FROM THE NATIONAL MILK SURVEY

> "Science, we say, has given us the means of plenty, and now social organization must show us how to use this instrument. Actually, science has not given us the means of plenty until it has solved the economic and social as well as the technical difficulties involved. The scope of science is life as a whole, and not just certain limited aspects of life."
>
> Henry A. Wallace
> Secretary of Agriculture

A CROSS-SECTION of the people who are interested in studying consumer problems and learning some of the facts behind them shows up in the mailing list of the CONSUMERS' GUIDE. Analysis of our circulation in seven States: Alabama, California, Illinois, Massachusetts, Missouri, Texas, and Wisconsin, puts housewives well up on the list. Eleven percent of our readers in these States report that occupation. Factory and white-collar workers represent 14 percent; teachers of agriculture and other subjects, 10 percent; extension workers, 8 percent; teachers of home economics and other dietitians or nutritionists, 7 percent; clergymen and other professional workers, not counting teachers, account for 6 percent; 5 percent go to municipal, State, or Federal officials; 4 percent to farmers. Three percent of our circulation in the seven States goes to editors or publishers; another 3 percent to merchants and manufacturers; 2 percent to librarians; and 1 percent to social or welfare workers. Occupations of others are not known.

"I WAS interested in the idea of Government research aiming toward meat palatability", writes a reader of our recent article on veal and lamb. "I can visualize Government experts judging many technical points on raising meat animals but how do these technicians go about the idea of the business of pleasing the consumer's palate?"

COOPERATIVE STUDIES in the Department of Agriculture provide the answer to this consumer's question. For the last 10 years researchers in the Bureau of Animal Industry have had the help of the Bureau of Home Economics and the Bureau of Agricultural Economics as well as the State experiment stations. Sheep bred with certain qualities on certain rations by certain "management" methods are compared scientifically. They are slaughtered, cut up, and graded according to a uniform procedure. Then samples of the meat are analyzed in the physics and chemistry laboratories. Measurements are taken, the color of the fat and lean is recorded, and whether it has a coarse or fine texture.

EXPERTS in the Bureau of Home Economics cook the meat the approved way, record how much weight is lost in cooking. Then, since the proof of the pudding is in the eating, the lamb goes through that test, too. A committee from the different cooperating bureaus eats the finished product and judges between the pieces of meat from the animals of different breeding, feeding, and management. They try to keep human variability to a minimum, using mechanical tests for tenderness, and working for a correlation between chemical content and flavor. Besides flavor and tenderness, lamb is judged on aroma, texture, and juiciness.

EGG consumers in New York City were recently asked by researchers from the University of Missouri what, if any, was their preference in the color of egg yolks. Replies to these questions showed that one-third of the consumers preferred light yolks, one-third dark yolks, one-fifth yolks of medium color, and the remainder had no preference. The investigators concluded that paying an extra price for any yolk color is not justified from the standpoint of either the consumer or the distributor. . . . Some of the consumer preference for lightness or darkness of color in yolks is based on misunderstanding of its significance in food value. Color in yolks is influenced by the character of feed given to hens. If hens get plenty of green stuff to eat, the yolk tends to be darker yellow, and to be high in Vitamin A. But hens given cod liver oil with their feed may produce eggs with yolks light in color and also high in Vitamin A. There is no

[Concluded on page 10]

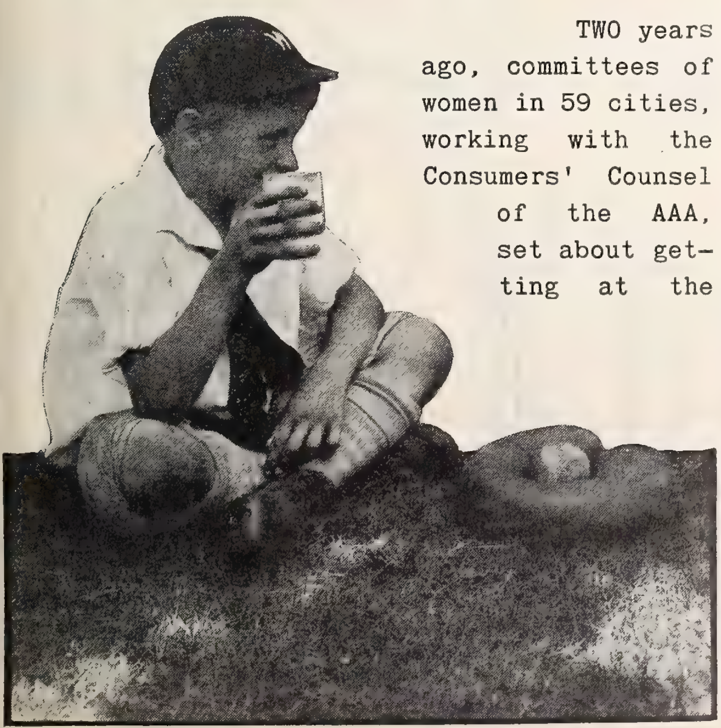
How Much Milk?

Facts from the final report of the National Milk Survey made by the Consumers' Counsel with the help of women in 59 cities.*

TAKE IT in whatever form you like, some milk—nutritionists say—should be included in the everyday diets of every family. Milk contains an abundance of calcium and other essentials which are likely to be deficient in diets without milk.

HOW MUCH milk is needed and how much is desirable depends somewhat on the makeup of the rest of the diet, but for most families between 3 and 5 quarts per person a week will provide a satisfactory allowance.

THREE quarts for the average family will do if it must. Five quarts is better. For the ordinary sized family, 3 quarts would allow 1 pint per child and 1 cup per adult. Five quarts would allow between 3 and 4 cups a child and 1½ to 2 cups an adult.



TWO years ago, committees of women in 59 cities, working with the Consumers' Counsel of the AAA, set about getting at the facts of actual consumption of whole and evaporated milk. They gathered reports covering one week in April or May 1934, from 28,966 families, some of whose children went to school in slum districts, some in industrial areas, some in middle-class or better districts.

FACTS which these women collected have now been analyzed, evaporated milk consumption has been translated into the equivalent of whole milk, and these are some of the results that stand out:

529 families reported that they bought no milk at all.

4,126 families reported that they purchased less than a quart a person weekly, and more than half of that quart represented evaporated milk.

More than two-thirds of the 28,966 families consumed less than 2 quarts per person weekly.

FAMILIES in only 8 of the 59 cities reported an average consumption of whole and evaporated milk as high as 3 quarts a week per person.

ALL but 5 percent of the families consumed an average of less than 5 quarts of these kinds of milk per person.

AVERAGE consumption for all 28,966 families was 2.44 quarts of whole milk and the whole milk equivalent of evaporated milk—18.7 percent less than the 3 quarts called for in emergency diets of 3 quarts a week and less than half of the adequate standard of 5 quarts a week.

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*Full report of the results of the National Milk Survey will be published shortly under the title "A Survey of Milk Consumption in 59 Cities in the United States." Copies may be obtained by addressing the Consumers' Counsel, Agricultural Adjustment Administration, Washington D. C.

RECOMMENDED standards include milk in whatever form. Reports gathered in the National Milk Survey refer only to whole and evaporated milk. They do not include such other forms as skim or dried milk, buttermilk, ice cream, or cheese, in which milk might have been consumed by these families. Conceivably in some instances the addition of these other forms might bring the amount of milk consumed closer to desirable standards. This must be a guess only, since no figures are available from which to estimate how much skim or dry milk or buttermilk are consumed by the average person; ice cream consumption by such families as are included in this study cannot even be hazarded. One careful estimate of the weekly per capita consumption of cheese puts the amount at only 0.08 pound.

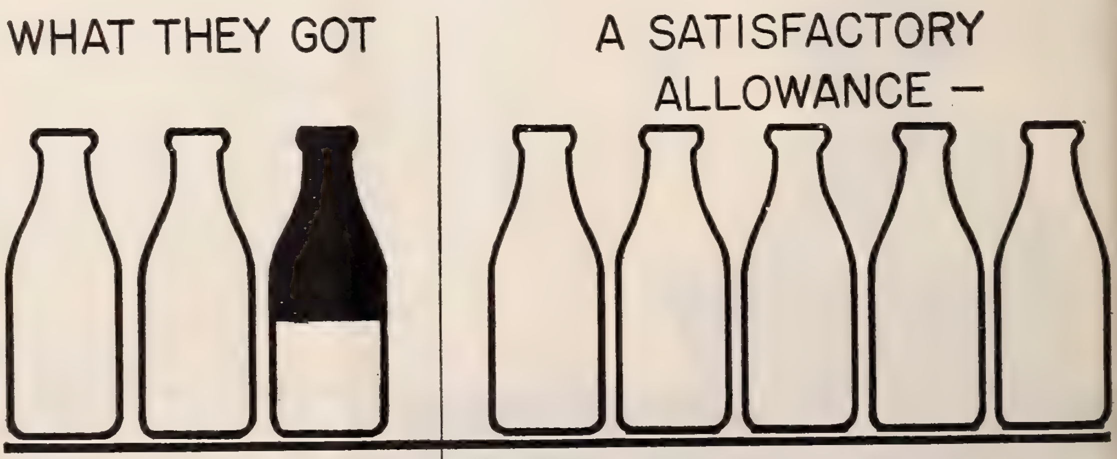
OTHER limitations of data must be noted. No facts are known about milk which these families might have purchased and consumed away from home. With children, milk consumed at school should be an important part of the weekly quota, but from milk facts reported for public-school systems in 45 of the 59 cities it was learned that milk consumption at school for this group averaged only 0.15 of a quart a week.

SOMETIMES nationality and race make a difference in food habits. No information on these factors was collected. By the method of selecting the families, no attempt was made to get a completely representative picture of milk consumption by all families in each city. Families in extreme poverty, without children or too poor to have their children in school during those weeks, were not included. If there was any overemphasis of any economic group in any of the cities it was in the direction of low-income families.

NO DOUBT remains, however, after surveying the results of this study, and after making due allowance for its limitations, that the facts point to a grave deficiency in the average amount of milk consumed by a large number of families.

CONCERN over the dangerous hazards to health from underconsumption of milk was what led a committee of women from 12 national organizations to ask that this survey be made. During 1933 and 1934 Federal and State emergency relief agencies were reporting a large increase in the number of cases of malnutrition among children. This committee of women called on the Secretary of Agriculture in the spring of 1934 and asked his help in getting at the facts of milk consumption.

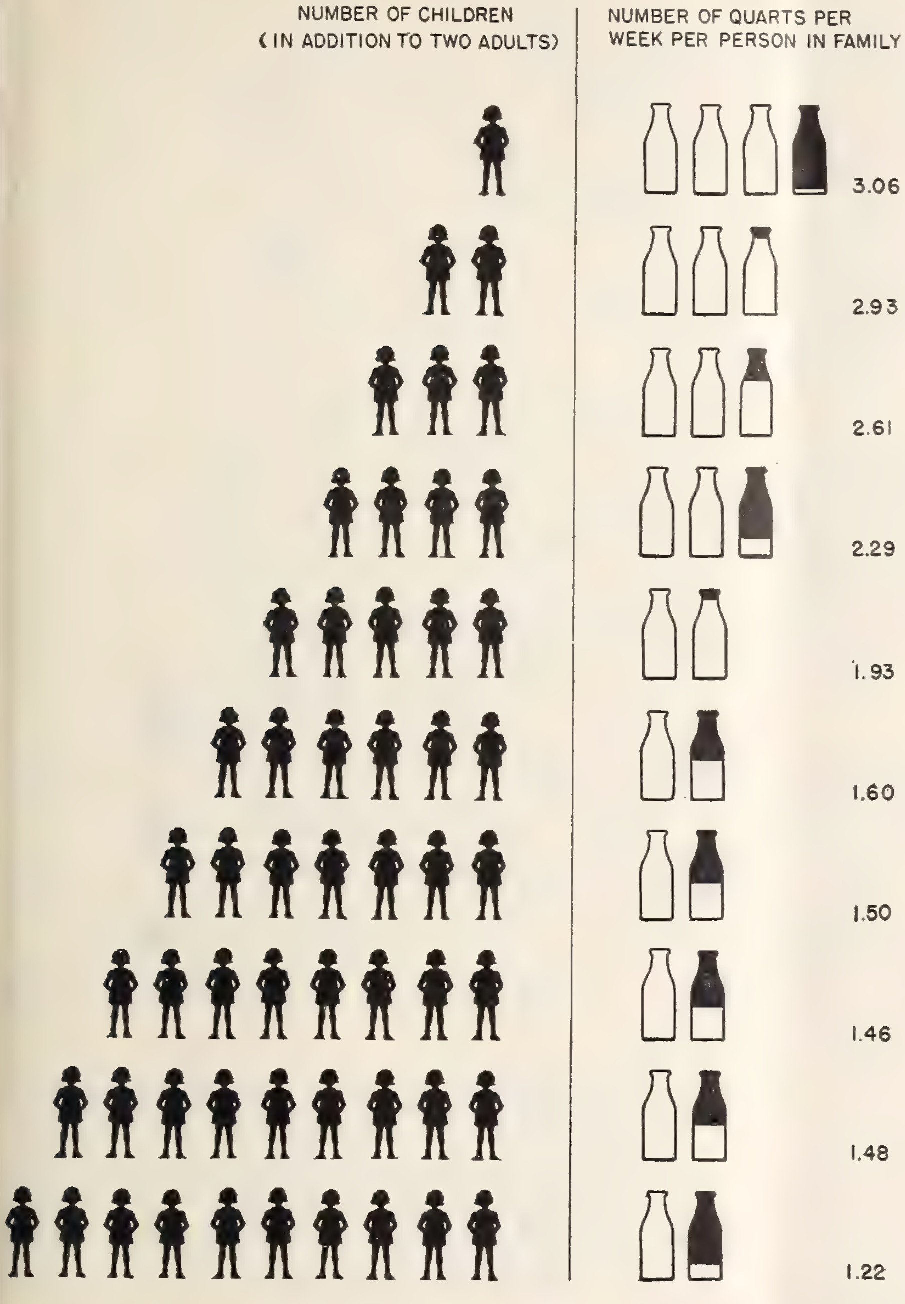
"WE are prompted to make this request", they said, "by the apparent grave underconsumption of milk, and wish to learn more concretely than has ever been done before how much milk is being consumed by those who need it most. We feel that the facts obtained in such a survey are vital to the solution of the milk problem and we are sure that it will arouse the widest interest of the women of the United States."



WEEKLY PER CAPITA CONSUMPTION OF WHOLE MILK AND WHOLE MILK EQUIVALENT OF EVAPORATED MILK WAS 2.44 QUARTS. (THIS DOES NOT INCLUDE MILK CONSUMED IN OTHER FORMS.)

FOR MOST FAMILIES, NUTRITIONISTS SAY, WOULD BE BETWEEN 3 AND 5 QUARTS A PERSON EACH WEEK. THREE QUARTS WILL DO IF IT MUST. FIVE QUARTS IS BETTER. FOR THE AVERAGE FAMILY 3 QUARTS WOULD ALLOW ONE PINT PER CHILD AND ONE CUP PER ADULT; 5 QUARTS WOULD ALLOW BETWEEN 3 AND 4 CUPS PER CHILD AND 1 ½ CUPS PER ADULT.

THE GREATER THE NUMBER OF CHILDREN THE SMALLER IS MILK CONSUMPTION



INSTRUCTED by the Secretary of Agriculture to undertake this survey, the Consumers' Counsel set to work. A list of 63 cities was drawn up; some large, some small (four cities later had to be omitted). Care was taken to include those which would show an equitable geographic distribution of the population of the country. Local committees of women were asked to help in distributing and collecting the questionnaires, and in tabulating the preliminary results. (Final tabulations were made by the Consumers' Counsel.) Local committees asked their municipal authorities to select three schools representative of a poor or slum district, an industrial area, a higher income district. Each school principal then received 250 questionnaires. Principals gave these questionnaires to children, selected at random, to take home and ask their parents to furnish the information, and then return the questionnaire to the school. A few families without school children were included in the number of questionnaires returned.

RETURNS from 28,966 families gave such data as these: The number of people in each family; the number of children of school age, from 5 to 16 years; the number of children under 5; purchases of whole and evaporated milk; the amount obtained which was not purchased. For 19,427 families, family incomes were reported. Included in this number were 9,728 families, each with 2 adults, some with no children, others with from 1 to 10 children.

HIGHEST consumption of whole milk and the whole milk equivalent of evaporated milk among all the 59 cities were reported by families in Reno, Nev., where the average amount consumed weekly was 3.42 quarts per person. Other cities reporting an average of 3 quarts or more were Boise, Idaho, Seattle, Wash., Fargo, N. Dak., Burlington, Vt., Boston, Mass., and Minneapolis, Minn.

LESS than a 2-quart average was reported for 8 cities, with the lowest consumption for all cities in Charleston, S. C., where the average, pulled down by low milk consumption by negro families, was only 1.23 quarts. The other 7 cities were: Winston-Salem, N. C., Richmond, Va., Pueblo, Colo,, Baltimore, Md., Gary, Ind., Louisville, Ky., and Oklahoma City, Okla.

NORTHERN and western families showed a better record for milk consumption than did southern families, due in part probably to the larger number of dairy cattle and dairy farms in the former regions. Other factors such as income, the cost of milk, and ignorance of the importance of this food in the diet, too, bear on variations in milk consumption.

CITIES in Pacific Coast States showed the best average record. For the 5 in that region the average consumption was 2.75 quarts. Close second was the West North-Central area, where the average for 7 cities was 2.71 quarts.

BOTTOM on the list of those areas was the South Atlantic. Nine cities in this region reported an average of only 1.93 quarts per person a week. In none of the other 8 regions did the average consumption drop below 2 quarts.

ALMOST 80 percent of all the families reporting from South Atlantic cities showed they were getting less than 3 quarts a week. Nearly as large a proportion of families in East South-Central cities fell below this low level. Even in New England, West North-Central, and Pacific cities close to 60 percent of the families failed to get 3 quarts a person a week.

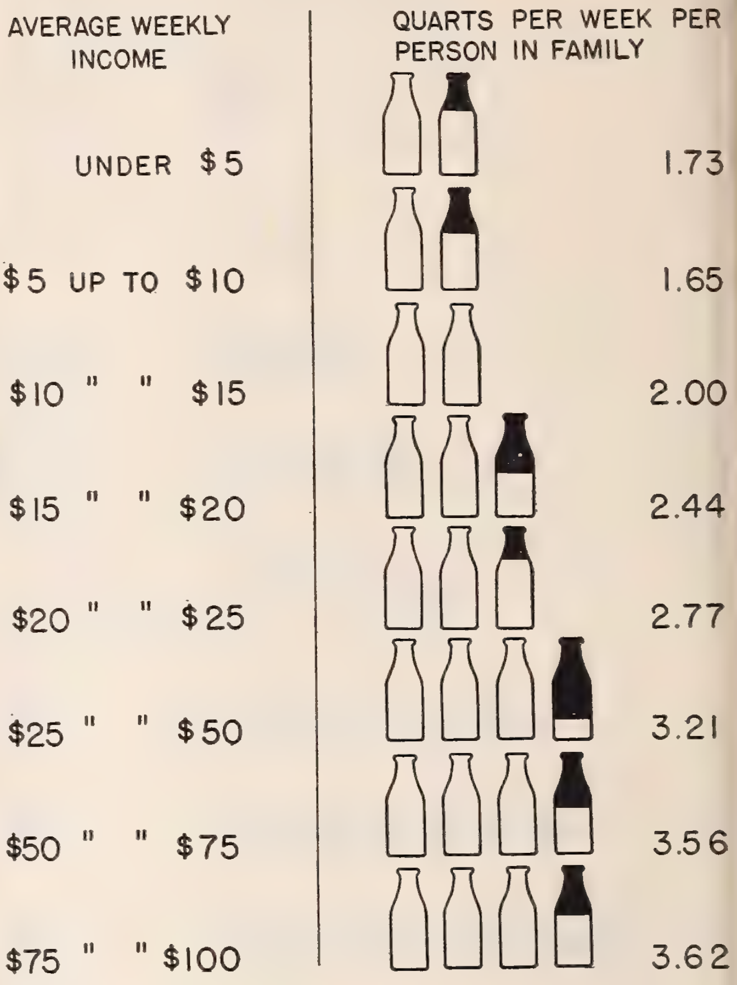
IMPORTANCE of evaporated milk varied greatly, also, from city to city. Consumption of milk in this form was reported from all cities. In three—Butte, Mont., Globe, Ariz., and Charleston, S. C.—the proportion of milk consumed as evaporated averaged from 37 to 39 percent of the total. In 10 cities, the average was less than 10 percent. These included: Fargo, N. Dak., Minneapolis, Minn., Sioux Falls, S. Dak., Burlington, Vt., Lawrence, Mass., Manchester, N. H., Oshkosh, Wis., Louisville, Ky., Washington, D. C., and Wichita, Kans.

EVAPORATED milk was a big item in the milk consumption of negro families reported on in Baltimore and Charleston, S. C. Records from negro families in the latter city showed that 45 percent of their milk was in this form; those in Baltimore reported 21 percent as evaporated.

BIG families, little milk; big incomes, more milk—these two important relationships run through the data which the families reported.

FAMILIES with the lowest consumption per person, it was found, were almost always families with the largest number of children. Put another way, this serious fact is still true: The greater the number of children, the less milk consumed on the average by each member of the family. Furthermore, families with low milk consumption per person were families with a greater proportion of children below school age, the period when a deficiency in milk can perhaps do most permanent damage.

THE GREATER THE FAMILY INCOME THE GREATER IS MILK CONSUMPTION



RECORDS of 9,728 families each with 2 adults were studied to see how consumption of whole and evaporated milk changed with the size of the family. Largest per capita consumption was reported by such families who had one child. Their average was 3.06 quarts a week for each person. Families with 2 children consumed 2.93 quarts per person; with 3 children, 2.61 quarts. Almost without exception, with each increase in the number of children the per capita consumption decreased, until with families of 10 children the average was only 1.22 quarts a person.

EVEN if the 2 adults in each family had gone without milk entirely, the average amount of milk consumed, it is estimated, would have been below 2 quarts a child in all groups of 7 children and more and below 3 quarts in all groups of 5 children and more.

INCOME, too, obviously had much to do with the amount of milk families could buy. Large families were usually found to have low income. With pressure from both ends—little money coming in and heavy expenses—the chance for an adequate supply of milk did not come within reach of such families.

THE BIGGER the family purse, the better the chance for larger milk consumption is supported by the data collected from 19,427 families. (Other families did not report their income.) Families whose members were each getting less than 1 quart of milk a week had an average income of $13.21, which meant $2.04 for each person because these families had an average of 6.5 people in them. Over half, 55 percent, of the income of such families was spent on food and yet, either because milk was expensive in relation to the money available for food, or because the families were unaware of the importance of milk, the amount of whole or evaporated milk consumed was one-third only of the minimum amount the body should have even for emergency periods.

SEPARATE count of incomes was made of 9,728 families from whom records received were complete. In this group, the restricted diet level of 3 quarts per person a week was not reached by any of the families with incomes smaller than $25 a week and 57 percent of the families had incomes of less than $25.

COST of milk in relation to income apparently is not the only hold-back on better milk consumption. The records of 52 families showed that, even with relatively high incomes of $100 a week and above, consumption of whole and evaporated milk averaged only 3.43 quarts a person, although most nutritionists recommend in their suggested adequate diets at least an average of 5 quarts of whole milk or its equivalent each week.

CITY by city, the records show the close relation between low milk consumption and low income. Such uniformity suggests that this condition cannot be due primarily to race, nationality, or climate. In Charleston, S. C., where the average consumption of all families was lower than in any of the 59 cities, families consuming less than 1 quart per person a week had incomes of less than $22; those consuming from 4 to 5 quarts a person had about $37 a week to spend. Reno, Nev., with the record for highest per capita consumption, shows that families in that city consuming less than 1 quart a week per person had an average income of less than $24, while those consuming between 4 and 5 quarts had incomes averaging about $33 a week.

THIS SURVEY did not attempt to get an answer to the question as to whether families would buy more milk if its cost, in relation to their incomes, was lower. That is a major question which needs answering.

WHATEVER proof can be found on one side or the other of this question, three vitally important facts stand out from the present survey: (1) Consumption of milk by thousands of families comes nowhere near an adequate standard for building and maintaining strong bodies. (2) The larger the family, the lower is milk consumption. Children in such families may be penalized for life because of lack of the important food nutrients in milk. (3) Low incomes go along with low milk consumption.

TWO YEARS ago, in launching the National Milk Survey, the Consumers' Counsel wrote: "I do not think that it is the moral responsibility of the Nation's dairymen to bear without help the burden of providing dairy products to that portion of the consuming population unable to pay a fair price for the dairymen's product. Society as a whole must recognize this problem of providing adequate milk supplies to needy children.

"THE PURPOSE of this survey", he continued, "is not only to measure the extent of the problem of underconsumption but to focus public attention on a grave national responsibility. Out of this effort we hope to see a quickened social consciousness on the part of consumers and all businesses interested in the distribution of milk to the needy for meeting at least the minimum milk requirements of all our people, no matter how poor."

Foods of the Month

June brings the year's highest supplies and lowest prices on some of our most important foods.

CHOOSING only the foods that come to market in peak volume in June, and adding very little from the staple grocery shelf, consumers could plan menus complete in every detail from food value to flavor.

MEATS taking a June lead are lamb, veal, and three kinds of chicken. Stewing chickens are still on the market, broilers are at their best, and fryers are opening their season which goes on through October. Squabs start coming to market in June, continuing through September, and ducks are in the height of their May-December season. (See "Fresh Poultry Calendar" in the Aug. 5, 1935, CONSUMERS' GUIDE).

MILK reaches its peak production in June when pastures are green, but since the consumer demand is fairly stable over the year, retail prices for fluid milk go down little if any in June. But the surplus milk goes into butter which does reflect its high quantities in low June prices. Eggs, though highest in quantity and lowest in price earlier in the spring, in the average year, are still bargains in food value in June.

VEGETABLES always present a wider and cheaper choice to consumers during the summer months. In the usual year, more cucumbers, beets, potatoes, and tomatoes come to a typical city market in June than in any other month. Spinach, kale, onions, snap beans, and peas are still almost as plentiful as they were in May, their month of biggest receipts in city markets. Lettuce and squash are ascending close to their July high point, and consumers can get first tastes of corn and lima beans, which save their real volume for July and August. (See "All-Year Vegetable Calendar" in the May 20, 1935, CONSUMERS' GUIDE.)

CHERRIES make their year's big showing in June. Bananas and lemons reach a high in their steady year-round supply. Limes, not so dependable a standby in the all-year market, rise to a convenient peak for June cold drinks. Pineapples, strawberries, and rhubarb, while falling off a bit from their May bounty, still come near the head of the June parade. Melons, usually due to reach their heights of supply of all kinds in July and August, sometimes provide more cantaloups in June than in any other month. July is the berry month, but June sees raspberries, blackberries, gooseberries, and blueberries off to a running start. (See "All-Year Fruit Guide" in the July 8, 1935, CONSUMERS' GUIDE.)

LEAN MEAT makes practically the same important contribution to nutrition, no matter what animal it comes from: The particularly useful protein for building and repairing body tissues; minerals, especially iron and phosphorus for healthy red blood; Vitamins B and G for stimulating the processes that help to keep us fit. Chicken is special in its "excellent" supply of Vitamin B. The dark meat of poultry is richer than the light in iron. Government grades help in selecting the choicest June meat. U. S. Prime or Grade A is the top grade you'll usually find on the market in poultry, lamb, veal, or calf (older than milk-fed veal; see May 6, 1935, CONSUMERS' GUIDE.)

EGGS rate high for so many precious nutrients that they are frequently good buys when they are not at their cheapest. June prices are usually only a little higher than their April low. Nutritionists urge that we find a place in the budget at least for four egg yolks a week for babies and young children. Eggs supply protein, fuel, iron, calcium, phosphorus, and are "excellent sources of Vitamins A and G"; also of the rare sunshine Vitamin D, especially at this time of year, and contain some Vitamin B. (For Government grades and State laws by which to buy eggs, see Feb. 24, 1936, CONSUMERS' GUIDE.)

BUTTER is most favored by nutritionists for its high supply of Vitamin A and also of Vitamin D, which does not come with the other fats we may substitute for butter. Extra supplies of these vitamins usually go into butter made at this time of year when cows are eating the green vitamin-rich pasture and living in the sunshine. Some dairy cows receive vitamin-enriched feed even in the winter and the resulting butter is also rich in vitamins, but this season's butter is most certain to have the extra vitamin value.

BUTTER GRADES are coming into use in some States and though they do not affect food value they do raise quality standards. In Oregon when compulsory grade labeling went into effect, less than a quarter of the butter was high enough quality to be marked Grade A. A year later, three-fifths of it was graded A, creameries were making less and less Grade B, and Grade C had almost disappeared from the market. It was no coincidence that consumers ate more and more butter during the year, even though at that time drought was driving butter prices rapidly upward.

GRADE A butter in Oregon is butter that by Federal standards would rate "92-score" or better. "93-score" is about the highest marking that butter ever gets. Though only a fraction of America's butter is graded by Government graders, all butter at wholesale is sold by score. Some manufacturers use the Government grading service and present it to consumers with the certificate of grade in the package. It is the best assurance consumers can find for purity and high quality in the butter they buy.

POTATOES present an exception to the usual rule of high quantity—low prices. The fact that the big supply of potatoes on the market in early summer is made up of two overlapping season's potatoes—last fall's storage potatoes and this season's "new potatoes"—while prices are usually quoted on the new or more expensive kind, accounts for the discrepancy. Consumers who buy the old potatoes stored over from the Fall may still be able to make the rule work for them in the matter of low prices. The new potatoes will keep longer, making it more practical to buy in large quantity under the variety name that assures cooking and eating quality. (See "How do you Store?", in the Sept. 2, 1935, CONSUMERS' GUIDE, and "Facts for Potato Consumers", in the Feb. 10, 1936, CONSUMERS' GUIDE.) The chief contribution of potatoes to the diet is fuel in the form of starch for energy. Potatoes beat some of their competing fuels in the diet on counts of vitamins, minerals (if baked or boiled in skins), and the fact that they supply an alkali rather than an acid residue.

BEETS are most valuable for their leafy tops. Though more roots than tops are eaten, the contribution of the roots to nutrition is a minor one. Beet greens, if not cooked too long, in too much water, or with soda, make a striking showing on the food value chart. They rate as "excellent" sources of Vitamins A, B, C, and G, with very rich supplies of iron, phosphorus, and calcium besides, to say nothing of their delicious flavor. This time of year consumers are more likely to find beets sold complete with fresh tops. To be sure of the best in the market, look for young, fresh, tender, and clean leaves. Sometimes when they are flabby and wilting, their freshness can be brought back if it has not gone too far. If they are slimy, pass them up.

CUCUMBERS make their own modest bids for attention in the matter of food value even if their claim as a flavor accent is sufficient to give them place on any menu. Though the facts are not all in, they are known so far to provide--like all vegetables--small quantities of necessary minerals, the necessary fiber to help keep digestive tracts in order, along with a good supply of Vitamin C. In looking for cucumbers to slice for salad, favor the firm, fresh, bright, well-shaped ones of good color, avoiding the kind that are shriveled or withered, or over-grown and puffy. If there is a dark sunken uneven place, it may mean decay which rules out that cucumber.

TOMATOES, one of the best gifts of nature to the diet and the taste, whether fresh or canned, are at their best for flavor in the fresh state in June. Though not as potent as orange juice in Vitamin C, they rate as "excellent" for Vitamin C, and the same for Vitamin A, as well as "fair" in Vitamin B. (See "Tomato Route to Good Health", in the June 3, 1935, CONSUMERS' GUIDE.)

CHERRIES get their special recognition as a "good" source of Vitamin C, and of course need no recommendation as providers of dessert sweetness and "appetite appeal" in a healthful way. Whether you buy the sweet cherries for eating fresh, or the sour cherries for pies and canning, good quality shows in a bright fresh look, plumpness, and good color. To be ripe they should be plump and firm and the right color for the type, and juicy. If they are not ripe enough they may be small, hard, and not well-colored; if too ripe they look soft and dull, and the box may be stained because they are leaky. Look close for worm injuries, for decay in the form of small, brown, round spots.

BANANAS are a good source of Vitamins A, B, C, and fair source of G, and high among fruits in carbohydrates for fuel. Though they used to be libeled as indigestible they have come into their own lately, when ripe, as an early food for babies. If you buy bananas for immediate use you can often get bargains in the fully ripened fruit which is tinted with brown and flecked with small brown specks. Even though the skin is entirely brown, if the flesh is firm and not discolored the banana may be in prime eating condition. Ripening that has gone too far shows in soft and mushy flesh. Bananas with tips still green or those solid yellow or red from stem to stern can be bought for cooking or for further ripening in the kitchen.

LEMONS AND LIMES are traditionally excellent sources of Vitamin C, the scurvy preventing "tooth-nutrition" vitamin, but they are also a fair source of Vitamin B as well. Look for fruit that is heavy for its size. Lemons are usually better if they are a deep yellow color, while green is the color for limes. When limes are yellow they are likely to lack the tartness we like in them. Mold is equally taboo in both lemons and limes, but limes also suffer "scald" which shows in purple or brown-colored spots and lowers the price without necessarily lowering the value very much.

CONSUMERS' QUERIES AND COMMENTS

[Concluded from page 2]

fixed relation, therefore, between the color of the egg yolk and the amount of Vitamin A, present. . . . On plants color is an indication of Vitamin A but not so much in animal products. In plants, green and yellow indicate the presence of the precursor of Vitamin A which is changed into the actual vitamin when eaten. In animal products, known as high in Vitamin A, the vitamin itself, a colorless substance, is there, but not necessarily in proportion to the yellowness of the product.

Rules and regulations of administrative departments are reported in the "Federal Register", a newspaper published daily except Sunday and Monday and days following legal holidays by an office of the National Archives, housed in this new edifice which is the repository for all important permanent records of the Federal Government.

Consumer-Farmer Briefs from Washington

CONNECTICUT'S Department of Agriculture reports that consumers in that State are receiving better potatoes this year as a result of a State law, in effect slightly less than a year, requiring that all potatoes sold at retail be marked with the grade they represent or the word "Unclassified". Grade marks are put on the packages in which the potatoes are sold. Enforcement of this law is the responsibility of the State Department of Agriculture which has recently made a check of its observance. Out of 24 samples collected from stores in all parts of the State, the department found only 5 which failed to pass the grade indicated on the outside of the packages. A year ago when 23 samples were collected from approximately the same stores, only 4 passed the grade which was advertised. Many stores in Connecticut, it is reported, are refusing to buy potatoes that do not pass the official United States or Connecticut grades.

★

IMPROVING the chick means improving the egg which will later come to market. Last July Government poultry experts got under way a national uniform "flock improvement plan" which already promises to do much to increase the quality of eggs. Thirty-four States are now taking part in this plan under which producers start by eradicating disease from their flocks and adopt other measures to get "approved flocks." Still further improvements lead to the next grade, a "certified flock." Third and highest, flocks work on a "record of performance." Thirty States are cooperating in one or more phases of both the breeding and disease-control program. Millions of baby chicks are being produced each week in the spring season. This is the first year that farmers and poultrymen have been able to buy chicks of the United States grades based on systematic classification of breeding flocks. Most chicks of these grades will, in addition, be from flocks tested for pullorum disease.

★

HUNDREDS of tons of foodstuffs became the special charge of the Food and Drug Administration and other Federal and local officials when great floods in the eastern part of the country this spring swept into warehouses, railroad cars, and grocery stores. To insure consumers against risk from polluted foods, these officials shot into action, asking—and getting—the cooperation in their safety work from retailers, wholesalers, and railroads. Where carloads of food had been completely submerged, the authorities embargoed all the foodstuffs, and buried contaminated products. Local officials in 22 cities have reported the destruction of a total of 390 tons of fresh fruits and vegetables, coffee, tea, candy, cereals, flour, beans, dessert preparations, meats, shortening, butter, dried fruits, nuts, and spices, all of them foods beyond saving. Other untallied supplies had to be done away with.

SEIZURES under the Federal law, up to the middle of May, accounted for 580,000 pounds of sacked feeds; 25 tons of corn; 200 bags of unroasted coffee; 11,410 pounds of butter; one shipment of candy; 10,500 pounds of cheese. One enterprising dealer in Massachusetts, attempting to take advantage of the flood situation by reselling damaged goods, was scotched by the Food and Drug officials. This dealer bought up 10 cars of badly soaked stock feed, signing an agreement to sell it for fertilizer only, and paid around $6 a ton for the grain that originally sold around $2 a sack. When the officials found the dealer was drying the grain, sifting out the mold and dirt, and selling the product again at stock-feed prices, they stepped in and put an abrupt stop to this business.

FOOD inspectors deal with flood-damaged foods in various ways, depending on the food. Dry products packed in sacks or cardboard containers—such as grain, flour, coffee, nuts—which had been watersoaked were either burned or buried. No chances were taken with these foods because bacteriological tests showed positive evidence that the flood waters were heavily polluted with germ life that might lead to disease. A carload of walnuts was among the "dry-food" casualties in a Pittsburgh warehouse. Shippers telephoned to see whether the nuts could be assorted, and part of them saved, but food officials had already inspected the lot and found that 93 percent of the nuts had water in the shells.

VEGETABLES like celery, lettuce, leeks, and cabbage, which are eaten raw, usually cannot be salvaged if they have become contaminated. Fruits, such as apples, oranges, lemons, grapefruit, bananas, which could be peeled or boiled sufficiently before eating, were salvaged by proper washing in a disinfectant.

FOOD in cans were treated still differently. Where the only damage done was loss of labels, the cans were washed with a chlorine solution, rinsed in clear water and dried quickly before they had a chance to rust. Many cases of canned goods were held up, after the disinfecting process, so that the packers might send new labels.

INSPECTORS handling foods in jars with screw tops—such as mayonnaise, peanut butter, chocolate malted milks, preserves—ordered these products destroyed if there was the least evidence that the jars, neither airtight nor watertight, had been in polluted water.

EMERGENCY protection for consumers such as this is only one of the many functions of the alert Food and Drug Administration, which is every day of the year on the watch for adulterated—and misbranded—foods which might hurt people or take advantage of slim pocketbooks.

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NEW YORK'S Department of Agriculture and Markets is campaigning against retailers of short-weight packages. Recently penalties of $125 were assessed against 5 dealers for selling short-weight packages of tea. In 4 instances, where Department inspectors asked for "half a pound of tea", they were sold packages which the manufacturer had labeled "7 ounces." In the fifth instance the dealer said he had only "a quarter-pound package." This package, it was discovered, was marked as containing only 3½ ounces. New York's law permits the packaging of tea, coffee, and other commodities in any weight provided the weight is marked on the label. The Department takes the position that the practice of packaging commodities in such off-sizes as 15 ounces, 7 ounces, and 3½ ounces lends itself to deception by the retailer.

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FEDERAL home economists and extension workers have designed a practical new farm household account book which can be bought directly from the Government Printing Office at Washington, D. C., for 15 cents. Ask for "Farm Family Account Book."

PRINCIPLES and purposes of budget making and account keeping are discussed. Thirty thought-provoking questions on spending habits aid in a year's planning. There are pages for estimating the year's expenses, for summarizing them, and for estimating the family's net worth. The account book takes into consideration irregularity of farm income, management of charge accounts, and value of food and fuel furnished by the farm.

AN important innovation is a page for showing large expenditures that fall due in some months and not in others, and the money that will be available to take care of them. Taxes, insurance, and interest are examples. Many account books have been discarded because they seemed to police personal expenditures too rigidly. The new book suggests a weekly or monthly personal allowance—that need not be itemized—for each member of the family.

ANY spending plan, to be useful, must be flexible, authors of the book say, so the system recommended permits revisions as necessary to fit family situations.

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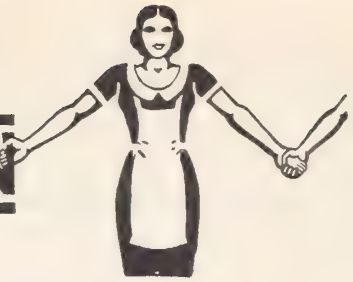
COOPERATION



Many farmers and consumers are exploring the cooperative way of making and marketing their necessities as a two-way route to a greater purchasing power and a better living. Farmers look to cooperative purchasing to cut their costs of production and to gain for themselves a larger share of consumers' dollars. Consumers look to cooperation to cut their living costs and to make possible greater consumption of farm products. From time to time we report some of their cooperative activities.

THE FIRST tractor to be designed by farmers and to be manufactured by and for farmers through cooperative organization has been on demonstration in recent weeks at various places in middle western States. This "CO-OP" tractor is built with a high compression motor, with six cylinders, an electric starter as standard equipment, and is intended to be run with high octane fuel. It has been built to be adaptable for all types of farm work.

★

"WE are tired", states an editorial in a prominent food trade journal, "of answering individual questions about the possible dangers in a movement toward cooperative consumer ownership of retail stores. So, once for all, No!! We feel quite sure that this is just another spook that people insist on seeing under the bed.

"THE history of consumer cooperation shows that there are but two conditions under which consumer cooperation is successful: (1) When the sluggishness of competition amounts to monopoly. (2) When consumer agreement is necessary to establish a new item in trade. The latter is irrelevant. The former does not apply to our present food trade nor to many other trades.

"WHEN the Rochdale Society was started during the industrial revolution in England by 27 families who were so poor that they had to save for a year to amass their capital of about $140, the sluggish competition of that day was not geared to our present super-market speed. Established out of abject necessity, it was later adopted as a financial unit by British trade unions and became an integral part of their crusade.

"IN the early days of the Grange, the Farmers' Alliance, and the Farmers' Union, muddy roads and restricted buying radii caused local petty monopoly prices by retailers that farmers were obliged to break up by a system of cooperative purchase. When active competition was brought in by mail order catalogs and improved roads these stores were discarded. The limited number of essential staples handled successfully by these early co-ops were the very items that are now being generally used as loss leaders to draw customers into the stores. For a co-op to succeed now in competition with our throat-cutting loss leaders would be surprising."

★

A GAIN in sales of over 20 percent in 1935 over 1934 is reported by the State Exchange of the Nebraska Farmers' Union. Business last year totaled $1,635,125, not including sales of its retail branches. Net savings on this volume were $71,805, a 15 percent gain over 1934.

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MARKETING wool cooperatively brought higher prices last year to growers who disposed of their supplies through the Illinois Livestock Marketing Association, it is reported. They received an average of 5.48 cents a pound, or 25 percent more than the price received by growers not in the pool.

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TRANSPORTATION costs from mid-Western sources of supplies are given as the reason behind the acquisition by the Pennsylvania Farm Bureau Cooperative Association, Inc., of a financial interest in the Southern States Cooperative mills, located at Baltimore, Md., and owned by farmers. These mills are able to take in coastal grain, molasses direct from Cuba, cottonseed from the South, and other material that must be brought long distances. Their manufacturing capacity is from 30 to 40 cars a day. All kinds of feed are produced for dairy, poultry, and hogs, and are made on open formulae. Farmer-members in the eastern part of Pennsylvania expect to look to this source for their supplies, while farmers in the western end buy "Farm Bureau Feeds" from the Farm Bureau Milling Company at Chicago, in which the Pennsylvania Farm Bureau Cooperative Association, Inc., is an equal stockholder with Ohio, Indiana, Michigan, West Virginia, and Wisconsin cooperatives.

Cooperative purchasing of feeds is an important part of the business transacted in this store operated by the Tuscaloosa County Farm Bureau Exchange in Alabama.

★

COOPERATORS are going to school. The Central Cooperative Wholesale, with headquarters at Superior, Wis., which did a business of over 2 million dollars last year and services 101 member retail societies, 54 of whose members showed a retail business exceeding 5 million dollars in 1935, is starting the organization of a National Cooperative College. The primary function of this college, it is planned, will be to train managers and employees for cooperatives. As a first step in this educational program an 8-weeks training school for present and prospective cooperative employees has been authorized for this fall. The training school is expected to be held in Superior, Wis., under the direct supervision of the Central Cooperative Wholesale and the Northern States Cooperative League.

★

TWELVE Cooperative Institutes drawing students from 30 States, have been set up for this summer. Three of them will be held by the Eastern States Cooperative League. Featured in these summer schools will be general and technical courses on cooperation for students and prospective leaders, and special sessions on cooperative recreation and culture. A National Cooperative Recreation Institute at Columbus, Ohio, is planned for June 1 to 13, to be followed by regional recreational institutes in each section of the country. The Northern States Cooperative League will conduct its first cooperative institute at Maple Plains, Minn., from June 7 to 21, with similar institutes at Cloquet and Lake Eshquagama, Minn., and in upper Michigan later in the summer. The American Peoples School will hold a special Cooperative Leadership Summer School in New York City from June 27 to August 15. The Central States Cooperative League plans an institute at Ashland College, Grant, Mich., to run from August 30 to September 5. Two additional seminars are scheduled for Chicago and adjoining areas.

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A COMPREHENSIVE bibliography, the first of its kind, covering books and articles on credit unions has been announced for publication. It includes a list of more than 700 separate titles, covering material published as far back as 1857, but emphasizing particularly material appearing since 1921. Anyone interested in this form of cooperative organization will find this a convenient reference book. Inquiries should be directed to Clarke J. McLane, President of the Library of Congress Federal Credit Union, Washington, D. C. We pass on this information because of the many inquiries reaching the Consumers' Counsel regarding Credit Unions, which are the special charge of the Credit Union Section of the Farm Credit Administration in Washington.

Animals Help Science in the Hunt for Human Health

Second of a series on the search for vitamins.

PIGEONS completely paralyzed by restricted diet can rise up and fly after eating one-thousandth of a thimbleful of crystals made by scientists searching for the secrets of Vitamin B.

MIRACLES like this are happening every day in laboratories where the quest for the cause and cure of human illness goes on. Animals are the first assistants of researchers in vitamins in the Nutrition Studies Laboratories of the Bureau of Home Economics of the Department of Agriculture, just as they are in other nutrition laboratories all over the world, for their short span of life can be completely controlled in every phase. One element of diet at a time can be left out, added in different degrees, by means of different comparable foods, and studied thoroughly, while every other factor is kept the same.

VITAMIN B is still more of a mystery than some vitamins discovered since, though its discovery led the way to the whole theory of vitamins. When first it was found that the polishings of rice could cure nerve diseases in pigeons and chickens and could also make rats grow, the first conclusion was that one "vitamin" which received the name "Vitamin B" did the whole job. Then it was found that one Vitamin B concoction, after being heated for a long time, could still cure polyneuritic birds but was no longer able to stimulate growth in rats. Other experiments made it clear that what they had thought was Vitamin B was not just one vitamin but a "complex" with at least two separate parts doing separate things. One "factor" cured nerve diseases and was not damaged by heat, and another promoted growth but could not stand high temperatures.

IDENTIFYING these factors was the next problem. At last they not only isolated the antineuritic factor, but two researchers working at opposite ends of the earth found the same chemical formula and made the same Vitamin B preparation from different foods. One five-billionth of a pound a day of this was enough to keep a pigeon from getting polyneuritis. This antineuritic factor kept the title to Vitamin B. American scientists separated out and rechristened the growth-promoting factor called "Vitamin G", though in England the two are called "Vitamin B^1 and B^2." But the end is not in sight. Some scientists have estimated that when all the factors of the original Vitamin B complex are tracked down, there will be at least seven of them. Meanwhile researchers have learned more and more about the antineuritic Vitamin B, rarest and most variable factor in food.

ABSOLUTE LACK of Vitamin B causes beriberi in human beings. For centuries this nerve disease has taken a terrific toll among Oriental people living on polished rice. Beriberi doesn't happen much among people that live on a varied diet. But nutritionists are hinting that some of our most common ailments which we try to cure in many different ways, may come because we don't get enough Vitamin B. Such minor symptoms as feeling generally "out of sorts", dreary, uninterested in food and unable to digest it properly when we do eat, are among the proved results of a diet too low in Vitamin B.

ACTIVITY and growth call for extra supplies of Vitamin B. The more exercise people get, the more Vitamin B they need, and if they are also still at the growing age their need is just that much more acute.

FOODS that are less processed, less refined, or eaten raw, are more likely to have all vitamins. Brown rice contains Vitamin B, while polished rice is completely lacking in it. The germ and bran of wheat are good sources of

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Studying Consumer-Buying Problems

Many colleges and high schools report to us that they have added consumer study courses to their curricula and ask for suggestions on their plans for study. An invaluable guide to such teachers of secondary school and adult classes has just been published by the Office of Education of the United States Department of the Interior, under the title "Consumer-Buying in the Educational Program for Homemaking." Copies may be obtained from the Superintendent of Documents, Washington, D. C., for 20 cents. . . . From the many outlines of study projects and suggestions contained in this bulletin, we give here one plan used by a teacher in Arizona with an eleventh-grade food-management class which wanted to learn how to get more value from the dollars spent for food.

Objectives set up for the study:

Recognition of the best division of food dollars to satisfy nutritional needs.
Recognition of the relative cost of various food materials.
Interest in palatable yet economical meals.
Understanding of how dollars spent for food may be better spent.

Specific objectives:

In order to reach the last of these four objectives, the following specific objectives were set up:

Recognition of the vast number of food commodities that the homemaker must buy.
Recognition of the kind of information available to the food purchaser.
Realization of the need for more definite information concerning food products purchased.
Understanding of some of the present laws and bills that affect the way in which money is spent for food.
Recognition of the need for further legislation for protection of food consumer.
An interest in promoting further legislation affecting the purchase of food.

Outline of what was included and experiences of pupils to help them attain the objectives:

I. The large number of food products available—
  A. The variety available in food products commonly used in the day's meals.
  B. The large number of brands, qualities, and forms that may be secured in a specific food product.
  C. The wide range within the brands that are represented by different grades of a particular product packed by the same packing company:
    Fancy grade.
    Choice grade.
    Standard grade.
    Substandard grade.
  D. Variety available in less commonly purchased food products.

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IN STUDYING the above the girls reported dishes served on the previous day and the class grouped articles of food purchased according to frequency of use and type. The girls visited a grocery store and noted the number of different brands of a particular food commodity on the shelves, such as: Oatmeal; canned tomatoes; canned peaches; canned salmon.

EACH girl selected a specific food and investigated forms and qualities available in the market, such as:

Pineapple: Sliced, crushed, tidbits, juice, broken slices.
Tomatoes: Solid pack, juice, pureed, substandard.
Sardines: Packed in olive oil or vegetable oil.

They observed a particular part of a grocery store to find less frequently made food purchases, such as: Mushrooms; tomato paste; bean sprouts; canned celery; canned pickled peaches.

SOME girls took such unusual foods as canned celery, canned artichokes, pickled peaches and figured the number of servings in a unit of each and approximate cost per serving. They decided in what type of menu these could be used economically, as: Canned pickled peaches used as a substitute for salad; canned celery used in salad when the celery is out of season and the juice may be used for soup. They considered when it would be unwise to buy these types of foods, as: Imported fish pastes in sandwiches when less expensive material such as sardines might be used; mushrooms used with steak when an expensive dessert and salad are included in menu.

★

II. Helps commonly available in buying food and their value to purchasers:
  A. Kinds of help available:
    1. Labels:
      Helpful information that may be given on the label; limitations of help from food labels; the way in which the Government has regulated labeling on food products.
    2. Grades:
      The types of foods that are graded successfully now; possible types of grading and relative merits of each, such as: A, B, C; 1, 2, 3; descriptive.
    3. Advertisements:
      The types of advertisements from which information is secured; limitations in advertising as a guide to buying; information of value to the buyer.
    4. Salespersons:
      Value of aid dependent upon its extent and accuracy; what consumers can do to use salespersons as an aid to buying.
    5. Brands (trade marks), and seals of approval:
      Advantages and limitations of brand names; uniformity of quality of goods sold under given brand; the extent to which it enables buyer to identify article with certain quality. For example: Aids in selecting for trial from a large number of untried articles; advantages and limitations of seals of approval.
  B. The good and questionable effects of such helps on buying habits.

IN STUDYING the above, class members assembled labels from as many different types of food products as possible. Each girl took 1 or 2 labels from different types of foods and analyzed what the labels may tell the food buyer if she reads carefully, such as: Weight or measure of can contents; number of pieces of fruit; addition of coloring.

A NUMBER of labels from specific foods such as canned pineapple, canned peas, coffee, were collected by each girl for a specific food. Information given on different labels from the same product was compared.

CLASS members worked out what they believed to be an ideal label for their particular product. They investigated the types of foods graded, as: Milk—Grade "A"; fresh Ranch Eggs (large, medium, small); canned fruit—fancy, choice, standard, substandard, and pie fruit. Then they discussed the difference between descriptive labeling and grade or letter labeling. A group of girls read the available material on different types of grades and held a panel discussion on "The comparative value of the different types of labeling to the consumer."

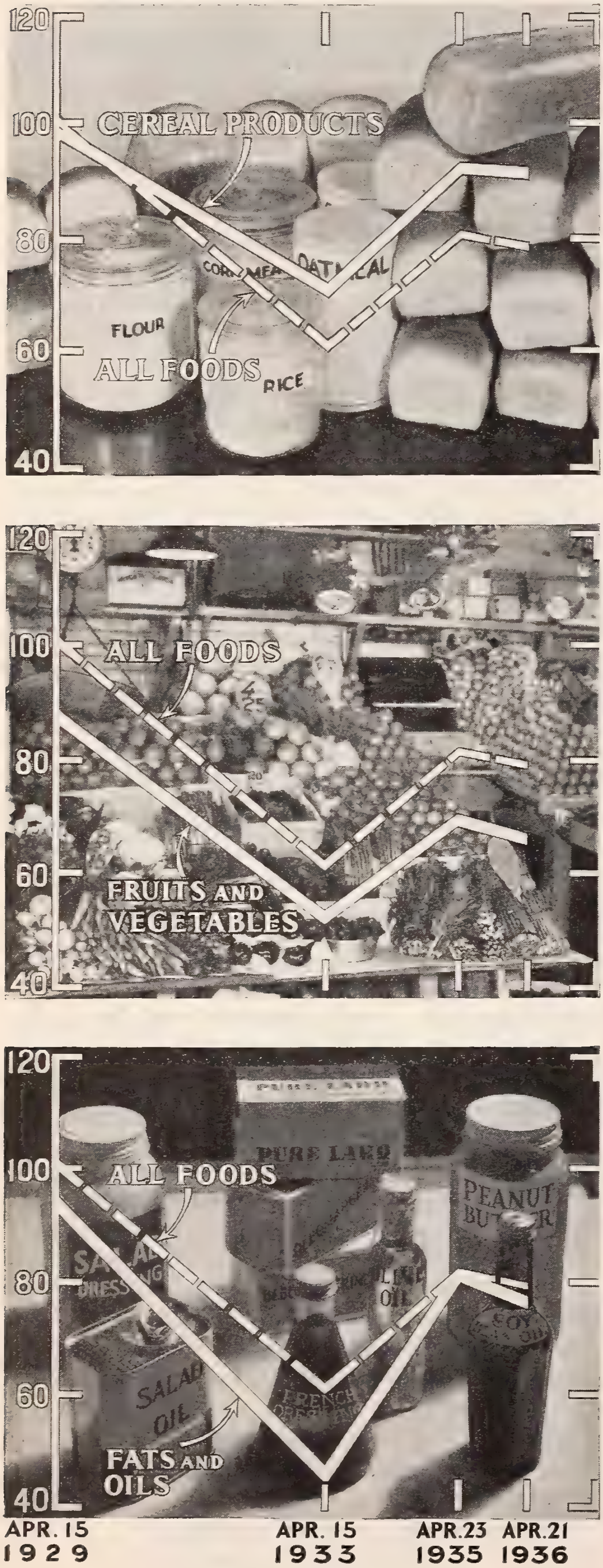
SEVERAL grades of canned food put out by one company with different brand names were studied. The point that knowing the brand name for a given grade is of some value to consumer, but has its limitations, was emphasized.

FOOD ads from magazines, newspapers, handbills, etc., were collected and the girls determined how much these ads actually tell the food buyer by finding out the actual number of percentage of words, phrases, or terms appearing in the advertisement that give information. They underlined such information with colored pencil to make it outstanding, having decided what terms really described the product.

APPEALS in advertising food used to make us buy were considered, such as:
Nutritional value. (Appeal to health.)
What the doctor says about it. (The appeal of an authority.)
Economical to use. (Appeal to save money.)
Attractive illustrations. (Appeal to beauty.)
Health of children depends upon it. (Appeal to health and love of children.)

[Continued on page 22]

A PERSPECTIVE OF FOOD COST CHANGES
1923-1925 = 100



Your Food Costs

WIDESPREAD rains over most of the Great Plains area during the first half of May brought prospects of better crop conditions than had previously been reported. This region had been sorely lacking in moisture. Precipitation in Kansas, Oklahoma, and Texas was below 1934, the year of the great drought. Recent rains are expected now to speed up growth of pasturage and the planting of spring crops, both of which were delayed by a late spring east of the Rockies. Well distributed rains are still needed because there is a scant supply of subsoil moisture in the southwestern area.

DROUGHT in the dust bowl of the southwest during April caused a 6 percent reduction in winter wheat prospects. May rain may aid the crop, but a large acreage has been abandoned already because of lack of moisture. The May 1 crop forecast dropped to 464 million bushels, marking the fifth light winter wheat crop in succession. This will not mean a wheat shortage, however, because the expected 20 percent increase in spring wheat acreage at normal yields will result in a total crop in excess of average domestic needs.

RETAIL food costs advanced 1 percent from April 7 to 21 but on the latter date were still below their April 1935 level. This upward movement marked the second interruption to the downward course of food prices which began at the end of 1935. Bad weather caused a temporary advance late in February. The recent increase may be considered principally seasonal, with prices of some foods pushing up slightly from low price levels reached earlier in the year.

INDEX of retail food costs on April 21 as reported by the Bureau of Labor Statistics reached the half-way point between the high food costs of April 1929, and the low food costs of April 1933. The April 21, 1936, index was 79.7 percent of the 1923-25 average. On April 15, 1929, the index stood at 100.8 while on April 15, 1933, it was 60.1.

FRESH vegetables and fruits registered the major increase in cost during the 2-week period, mainly as a result of higher potato

and Supplies

prices. The cost of meats and eggs increased slightly from April 7 to 21 but dairy products as a whole remained unchanged in cost. All food groups, except sugar and sweets, continued below their April 1935 level.

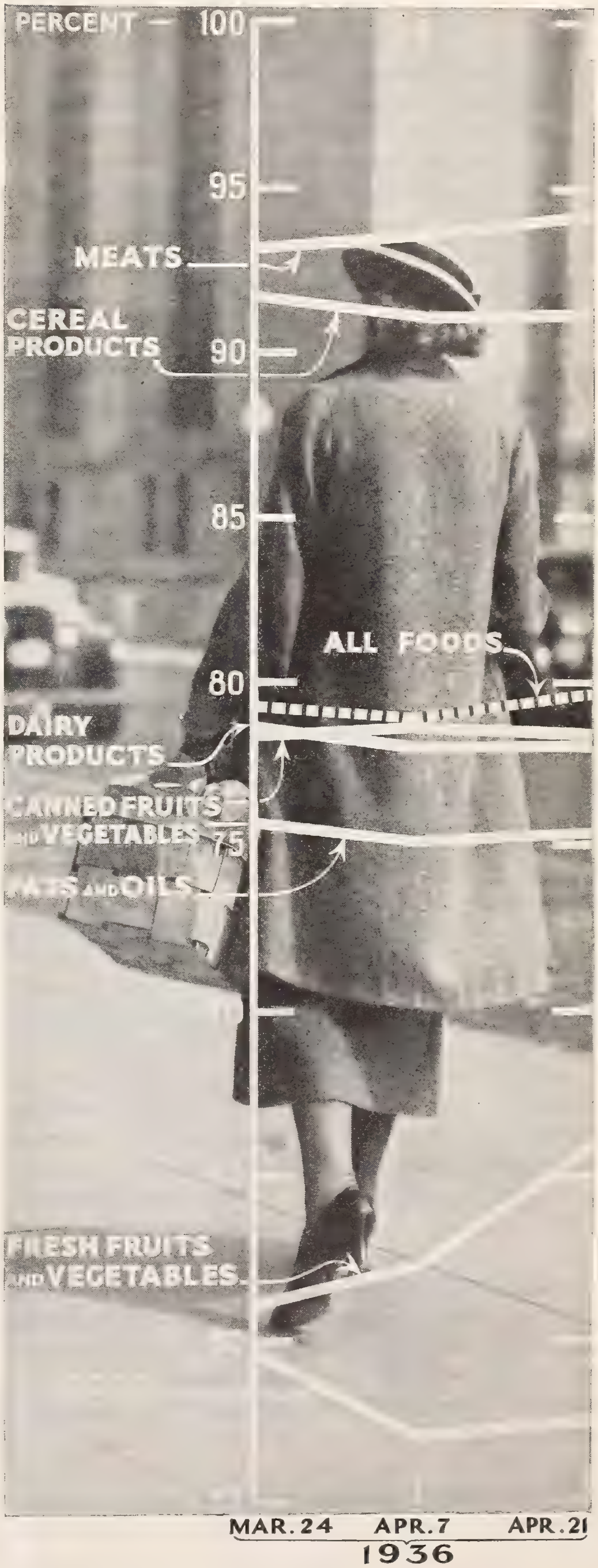
INCREASING farm prices accompanied advancing retail food costs during April. The general level of farm prices had been going down since last December. From March 15 to April 15 the trend was broken, and the index of farm prices rose one point to 105 percent of the prewar level. Last April the index stood at 111. Prices of goods purchased by farmers remained unchanged during the month, and this also aided farmers.

PRINCIPAL farm price increases occurred in meat animals, potatoes, and chickens. These were the only three foods selling at prices to farmers above their April 1935 level. The largest increase occurred in potatoes which were selling for 81.1 cents a bushel at farms compared with 49.1 cents in mid-April 1935. Seasonal farm price declines were heaviest in the case of eggs, butter, and wheat.

POTATO supplies in general continued relatively scarce during April. New potato shipments expanded at a rapid rate, but this increase was more than offset by a smaller old potato movement. Materially increased new potato supplies are not expected until late in May and early June when the delayed crop will be available in greater than usual volume. Florida has been supplying the bulk of shipments and much of the stock is immature and of ordinary size and quality. During May shipments from Alabama, Texas, Louisiana, California, and South Carolina should augment those from Florida.

POTATO prices to consumers jumped from 2.6 to 2.9 cents per pound during the 2-week period. Prices were higher in 47 cities, being 46 percent above last April's level. The reported retail price figure does not give a clear picture of the potato situation at this time of the year because it contains retail prices of both old and new potatoes. New potato prices should start to decline at the end of May as shipments increase.

A CLOSE-UP OF FOOD COST CHANGES
1923-1925 = 100



SPRING lettuce and new onion shipments should reach their peak movement in May. Shipments of both crops increased markedly during late April and early May. California lettuce has now replaced Arizona lettuce. This year's early California crop is 10 percent larger than last year. The Texas spring onion crop is the largest on record being 84 percent above last year and 40 percent above 1932, the previous record year. Supplies of old onions are negligible, small amounts being available at this date only because of cool weather.

GREEN peas, tomatoes, and snap beans also were available in larger quantities during late April and should continue to increase during May. Tomato prospects during May will depend largely on weather conditions in Florida, for heavy May rains in past years have damaged crops. May tomatoes also come from the lower Rio Grande Valley of Texas, and here the crop is estimated at about twice as large as last year's 540,000 bushel crop. June should find large tomato shipments arriving from other sections of Texas where a record acreage is forecast. Snap beans during May come principally from Florida, and here a larger than average production is expected. The green pea crop from the second early producing States is slightly below last year's production but it is about 33 percent above the 5-year average.

FRESH vegetable prices to consumers with the exception of green beans and carrots increased seasonally from April 7 to 21. Cabbage was up 0.4 cent per pound, lettuce 0.3 cent per head, and onions 0.2 cent per pound. Green beans declined 1.8 cents a pound while spinach, carrots, and celery showed slight changes. Despite these advances, onions and cabbage were selling at about one-half their April 23, 1935, price while lettuce was 13 percent cheaper. The increase in onion prices occurred when shipments of old onions dropped sharply before new Texas supplies were fully under way. Lettuce prices rose during the period when Arizona shipments were ending and California supplies were starting for market. Both of these conditions have been remedied and the outlook is for lower May prices.

EGG receipts at major markets during the first 3 weeks of April were 10 percent above the same period in 1935. The quality of eggs shipped was below that in past Aprils. This has discouraged egg storage, and movement into storage continued at a conservative pace. Storage supplies this year have been extremely low with operators cautious because of huge losses suffered last year. Production of eggs during May and June should continue in excess of corresponding months last year.

EGG PRICES to consumers advanced seasonally 0.3 cent per dozen from April 7 to 21. Further price increases may be expected from May to November but prices should continue below last year's level. This rise was the first retail price increase registered since February 25. Retail prices were still 7 percent below April 23, 1935.

SPRING BROILERS are now coming to market. Some of the early arrivals were light in weight, but later supplies should be of proper maturity. Poultry prices have been going up recently, but after May they should start downward.

ABUNDANT pasturage and warmer weather during April resulted in further seasonal increases in milk and butter production. Rains advanced plant growth, and cows in most areas are now on pasturage. Milk production per cow should reach its peak in June. Medium and low-grade butter has been relatively scarce, but improved pasturage conditions in the South and Southwest should remedy this situation.

RETAIL butter prices declined 0.1 cent per pound from April 7 to 21. On the latter date they were 5 percent below last April's price. An active demand for butter has retarded the rate of price decline. The wholesale price of 92-score butter in New York declined 3.5 cents per pound from April 18 to May 2. Consumers should expect lower retail prices from now until June as the seasonal increase in production is now under way.

AVERAGE retail white bread prices remained unchanged during the 2-week period. Price increases were reported in 7 cities, with decreases in 10 others. Major changes were limited to Norfolk, where prices declined 0.3 cent per pound, and Dallas and Oklahoma City where 0.3 cent advances were reported.

MEAT SUPPLIES with the exception of lamb continue to be larger than last year. Feed prices are still low compared to live animal prices and this has encouraged farmers to market stock at heavier weights. Hogs have been running over 10 pounds heavier than last year. Quality of beef has improved with larger amounts of medium and good grades slaughtered. Lamb supplies appear to be low temporarily.

LEG OF LAMB, lamb chuck, and rib chops advanced about 1 cent a pound from April 7 to 21. Lamb retail prices were still only about 7 percent higher than this time last year. With marketing of the delayed spring lamb crop, lower retail prices should be expected early in June or late in May.

BEEF slaughter has continued larger than last year with good prospects for continuance of larger supplies. On April 1, the number of cattle on feed in the 11 Corn Belt States was 28 percent above 1935.

RETAIL beef prices on April 21 were 10 percent below prices on this date last year. From April 7 to 21, sirloin steak advanced 0.3 cent per pound while other cuts showed slight changes. Prices of live steers at Chicago have been going down since the second week in April, with small changes in the price of dressed beef.

MONTHLY hog slaughter during the remainder of the current marketing year, which ends September 30, is expected to continue larger than last year. Supplies after September probably will show further increases, because slaughter of the past 2 years has been at a relatively low level. Pigs from the large 1935 fall crop should move to market in volume during May. The total number of hogs slaughtered the current season will probably not be as large as last season because of light receipts prior to March. However, total tonnage is expected to be larger because hogs marketed this year have been much heavier than in 1934-35. This will not bring total tonnage up to levels of other recent years.

RETAIL fresh pork prices continued upward during the 2-week period, but were at about the same price level as last April. Chops and loin roast each advanced 0.5 cent per pound. Strip bacon was 0.3 cent per pound higher while lard was slightly higher.

FIRST shipments of Imperial Valley cantaloups and California cherries arrived at market during the latter part of April. This year's shipments were earlier than last year. Cantaloup receipts should increase in May with the bulk of arrivals in June.

CALIFORNIA VALENCIA or summer oranges are now coming to market and shipments should increase until July, the peak month. These oranges will replace California navel and Florida supplies which have been on the market since last November.

FIRST watermelons should begin to arrive late in May from Florida. Shipments from Georgia and California will augment those from Florida in June. The Florida acreage is 20 percent below last year and only one-half the 5-year average.

STRAWBERRIES continued to arrive at markets in larger volume during April. Demand for berries has been good despite large supplies and growers are having a profitable season. Louisiana has been supplying the bulk of the berries but other Southern States will start shipping in May and June. Strawberries should be available in fairly large quantities until early in June, with resulting lower prices.

ANIMALS HELP SCIENCE IN THE HUNT FOR HUMAN HEALTH

[Concluded from page 15]

supply, which puts whole wheat bread and cereal on the preferred list for young people, along with whole corn, oats, barley, brown rice, and rye, and various kinds of beans and nuts. Rated as "excellent" sources of Vitamin B by the Bureau of Home Economics are chicken and lean pork. "Good sources" are egg yolk, lean beef, liver, kidney, heart, and brains. Since plenty of milk is a "must" for other needs, the Vitamin B provided by a full milk quota comes to a fair total. Most vegetables and fruits have a little Vitamin B, but if they are cooked too long, or in much water, which is afterward wasted, or with soda, much of the vitamin value is lost.

STUDYING CONSUMER-BUYING PROBLEMS

[Continued from page 17]

WHAT to look for in an advertisement that is actually of value was considered as: Size, as in olives; color, as green, white asparagus; type of pack, as in tomatoes; quantity, as number of slices of pineapple; price; uses.

EACH girl chose one food product that she buys or would buy if better prepared to do so and suggested things she might wish to know about this particular food. She visited a store and asked the salesperson for this information. Then, from inspection of advertisements, labels, or any other aids, she learned how much of the desired information she could obtain. The class discussed why a better purchase could be made if such an analysis were made.

THE girls determined the approximate amount of money spent by their families on food during the year. Considering this as an investment, they compared the amount of time spent in planning for this investment with the amount of time spent in using a similar amount of money on some other commodities as: Radio; automobile; refrigerator; stove; clothing.

NEXT the girls selected a food advertisement from magazines and eliminated all identifying terms. Played a "guessing game" to see how many of the advertisements girls could identify with the correct product. From the results they determined whether advertisements put the product before us as food buyers. The point brought out was that advertisements affect food purchases by causing us to overlook less well-known products equally as good; causing us to buy without investigation.

SLOGANS of food products were collected and flashed before the girls to let them see if they could tell the product advertised.

THE GIRLS considered the actual value of slogans to food buyers and the extent to which slogans influence their purchase of such foods. Girls listened to a radio program for some food product and reported the actual information given. They considered the ways used to bring the particular food product to the foreground as: Testimonial; recipes; children's programs; drama; music; contest. From "listening in" they considered how much of an aid the radio can be.

NEXT the girls investigated food products for approval seals found on foods. They read approval seals carefully to see what they mean. They selected examples of commercial and professional seals of approval and compared their value and limitations. They examined some commercial booklets published on food products and determined what aid they may be as: Affording suggestions for variety; giving recipes; showing pictures of finished product.

THE class considered how they would decide what booklets to keep on the kitchen work shelf as: Reliability as source of information; extent of information; accuracy in information; usefulness of material.

★

III. Federal Government aid and its value to the buyer of food.
  A. Types of Government aid:
    1. Legislation passed:
      Federal Food and Drugs Act of 1906.
      Mapes amendment to Federal Food and Drugs Act.
    2. Legislation pending:
      Proposed changes in Federal Food and Drugs Act.
    3. Federal bureaus:
      United States Bureau of Agricultural Economics.
      Bureau of Home Economics.
      United States Bureau of Standards.
  B. Further aid that might be given by the Federal Government, such as:
    1. Provision for more effective enforcement of laws in existence.
    2. Further provision for grading and inspection of food products.

★

IN studying the above, the girls read portions of Federal Food and Drugs Act on labeling and sanitary requirements. They considered how this protects the food buyer. They discussed the methods used for the enforcement of Federal Food and Drugs Act; investigated the number of people employed in the enforcement of this act as compared with the number employed in enforcing some laws such as: Police and traffic regulations; control of disease in plants and animals.

REPORTS by the Federal Food and Drugs Administration on cases investigated were read and the girls discussed these as a basis of evaluating the Act as a source of consumer protection.

A COMMITTEE of girls compared some labels for canned salmon using only the Federal Food and Drugs Act requirements as a basis for the labels. Some girls dramatized the purchase of this canned salmon, noting the questions that may arise on making choice on basis of these labels such as: Is the salmon pink or red? Is it packed in large or small pieces? This brought out the limitations in labels of this type.

A COMMITTEE of girls investigated Mapes' amendment to see how the label would have to be altered to meet these requirements such as: Specific grade (A, B, C); above substandard quality. The class discussed further need of Government aid on the matter of labeling.

A PERSON from the community interested in food legislation gave the girls a talk on pending legislation. This was used as a basis for a discussion of the additional points in the new legislation and its value to the food buyers, as for example, more control of advertisements.

GIRLS brought in instances of services which bureaus established in Washington can render the food buyer. They found out from stores that weights and measures are standardized, bringing out from this what the Bureau of Standards does to aid the food buyer in obtaining quantities desired.

ONE girl showed a series of cans of different sizes to see if the others could tell what number they represent and how much they contain. The class discussed the value of knowing how much each can contains and approximately how many servings and considered when it would be economical to buy different sizes of cans, such as: No. ½ size can of deviled meat for canapes, no. 10 size can of blackberries for jam. New sizes of cans were considered and advantages and disadvantages suggested.

THE GIRLS investigated the score card for butter that has been developed by the Bureau of Agricultural Economics and scored several different unbranded samples of butter by this; they discussed other kinds of products that might be scored and observed that standards or scores may become mandatory if the State so rules. The class considered how this would be an aid to the food buyer.

MATERIAL sent out by the Bureau of Home Economics for the buying of canned foods was investigated and the class considered how useful this material would be to the food buyer.

FINALLY, a panel discussion was held on a topic chosen from these three:

"How the Government Could Improve Its Aid to the Food Buyer" or

"What Can I Do as a Food Buyer to Encourage Better Legislation for the Food Buyer" or

"What New Legislation Would Help the Food Buyer.

CONSUMER-FARMER BRIEFS FROM WASHINGTON

[Concluded from page 12]

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BUYING "butter" and paying for water is a trickery that doesn't work when Food and Drug officials get on its trail. Here is the story of a shipment of butter, valued at $2,300, which crossed the trail of these officials. The Kansas City office of this Administration telegraphed to the Chicago office that this shipment was on its way, going by truck. Chicago officials sought it out, and on testing the butter found that, contrary to the law, the butterfat ranged from 76.66 to 79.35 percent. Standards enacted by Congress in 1923 require that butter sold in interstate commerce must be 80 percent butterfat.

OWNERS of this shipment obtained a court order permitting them to rework the butter to comply with the standards. Before granting the order, the court required the owners to admit that the butter was illegal and to post a bond guaranteeing it would be reworked under supervision of the Food and Drug Administration and would not be disposed of contrary to provisions of the Act.

WHEN the 8,384 pounds were reworked, there were only 7,829 pounds left, a loss of 555 pounds. These 555 pounds were originally in the butter as water which consumers would have paid for at butter prices. This would have amounted to between 1 and 2 cents for excess water in each pound purchase.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

Issued by the CONSUMERS' COUNSEL of the
AGRICULTURAL ADJUSTMENT ADMINISTRATION
in cooperation with the
BUREAU OF AGRICULTURAL ECONOMICS
BUREAU OF HOME ECONOMICS
BUREAU OF LABOR STATISTICS
Washington, D. C.
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U. S. GOVERNMENT PRINTING OFFICE

Consumers' Guide

VOL. III, No. 11
JUNE 15, 1936

U. S. Department of Agriculture

copy

Where Facts Come First

Consumers' Queries and Comments

> "I believe that the habit of cooperation which farmers have acquired is the biggest reason for optimism regarding the future of American agriculture."
>
> H.R. Tolley
> Acting Administrator, AAA

HERE'S an idea we pass on from an alert and public-spirited homemaker who visited Washington with other farm women from Kansas recently. Farm women in her community recognize this homemaker as an intelligent and well-trained housekeeper who can pass unbiased judgment on the quality and usefulness of foods and products for the home. When one of the progressive grocers in her town is offered a new line, he asks for a sample and promptly sends this sample around to the homemaker for her test of its qualities. Her report back to the grocer largely influences his decision to stock or not to stock the new line. . . Not every homemaker has the time to equip herself sufficiently to make adequate tests of the quality of products. Maybe there are groups of homemakers, acquainted with trained specialists in local schools or colleges, who could interest their grocers in soliciting the advice of these specialists on new products, as the Kansas grocer does with his homemaker neighbor.

"When I buy tomato juice", queries a city consumer, "am I paying part of my money for water? Are there any regulations as to the amount of water that can be added to the pure tomato?"

DEFINITION of tomato juice by the Food and Drug Administration reads: "Canned tomato juice is the unconcentrated, pasteurized product, consisting of the liquid, with a substantial portion of the pulp, expressed from ripe tomatoes, with or without the application of heat and with or without the addition of salt." Categorically, they add that no water may be added.

ONE COOPERATIVE is working out a new service for local consumers. It is preparing a list of merchants who carry various kinds of foods which are sold under Government grade labels and which the cooperative itself does not handle. This list, when completed, will be given to each member who wants a quality guide to values. Cooperators who would like to get an over-all picture of the grading work of the Bureau of Agricultural Economics will find it in a mimeographed bulletin, "The Consumer and the Standardization of Farm Products", which that Bureau will mail without charge.

"WE hear so much about poisonous sprays on fruits and vegetables", writes a middle-western reader, "that I wondered whether the sprays used in home gardens might not be poison. Which of the sprays usually recommended to home gardeners are poisonous, and when it is necessary to use poisonous ones how can the poison be removed from the vegetables?"

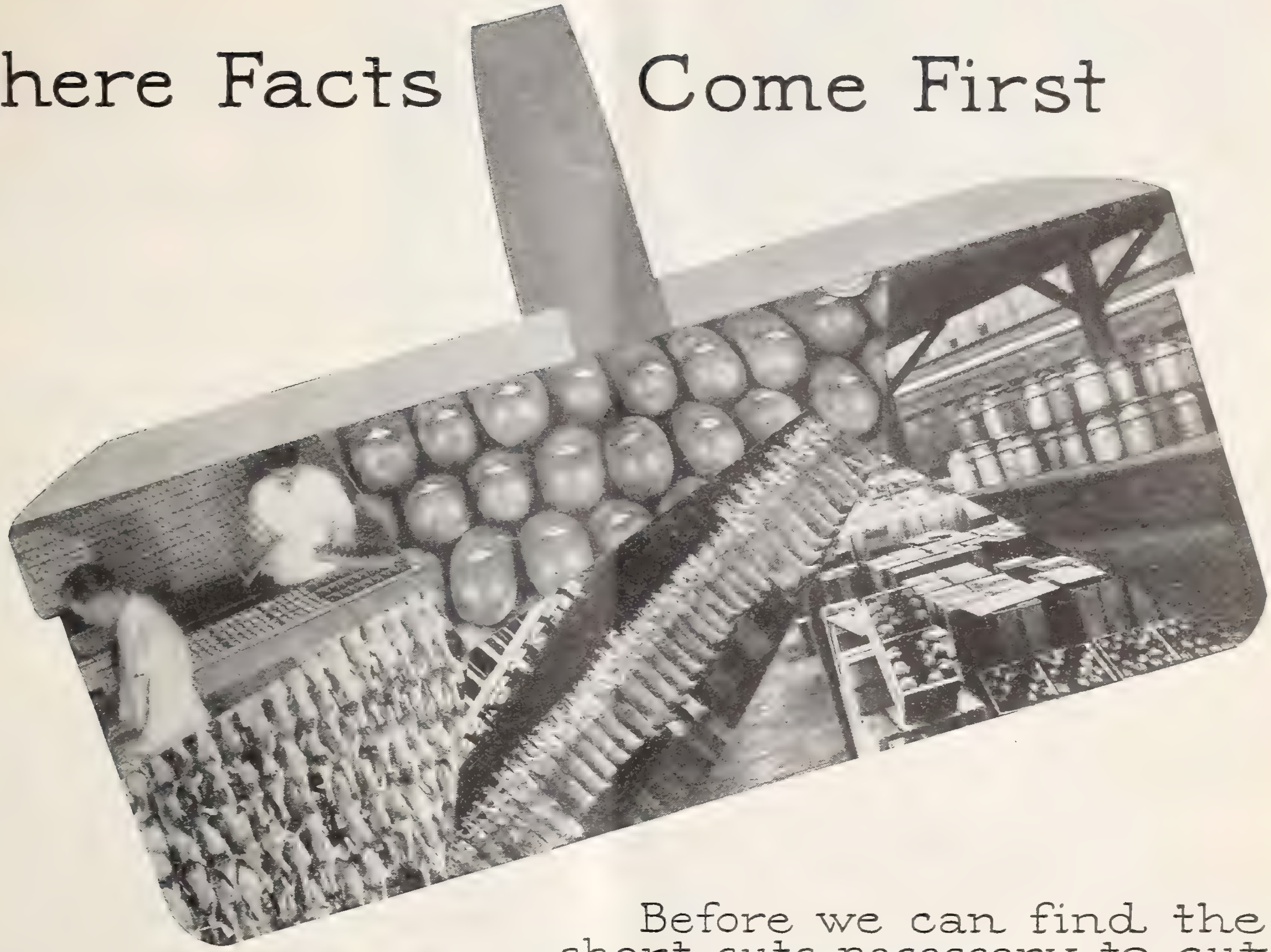
ANSWERING this query, experts in the Department of Agriculture remind us that sprays are recommended for two purposes in the garden: (1) For controlling plant diseases, and (2) for killing insects.

SPRAYS recommended only for controlling plant diseases, such as Bordeaux mixture, are not poisonous. Insecticides usually contain poison, but they vary in intensity from varieties which would not be dangerous to human beings in the amounts used for spraying, all the way to lead arsenate which combines the poison of both lead and arsenic and is not recommended for the use of gardeners at all.

RECOMMENDED as insecticides for home gardeners are dusts and sprays made of derris root, pyrethrum, natural or synthetic cryolite, and calcium arsenate. Of these, the compounds of derris and pyrethrum when applied as recommended by Government experts, should not leave harmful residues on the vegetable. Calcium arsenate and cryolite, though, do contain poison and are recommended only with the reservation that the poison should not be used after the appearance on the plant of fruit or foliage which will be consumed.

FOR full directions in the use of these dusts and sprays against the principal garden pests, write to the Bureau of Entomology and Plant Quarantine, United States Department of Agriculture, and ask for free mimeograph "E-343."

Where Facts Come First



Before we can find the short cuts necessary to cut down the expensive distance between farmer and consumer, market research must explore every step of the complex system of food distribution

WHY are consumers interested in marketing research? Because they do not understand why city people are paying what to them seem high prices in the city for products that are bringing the farmers too small a price for decent living.

THEY want to know whether something can't be done to make our transportation more direct. They want to know whether something can't be done to relieve traffic congestion around many markets which makes it impracticable for many consumers to buy there. They want to know whether great markets in some of our cities, representing such huge investments, give to their cities all the service that can be reasonably expected in the way of adequate and prompt distribution at fair prices.

ESPECIALLY do they want to know this in the case of municipally supported markets or market places that receive city aid in any way.

CONSUMERS want to know what can be done to make small city markets cleaner, better supplied, and more efficient generally. They want to know what can be done to aid them in a practical way to know that the kind of products they buy are really satisfactory and that they are rightly priced in relation to grade, season, and other market conditions.

MARKET RESEARCH, diligently prosecuted, will bring the answers to some of these questions. In general, market research is aimed at showing the way—if there is any—toward greater efficiency in marketing and in narrowing the spread between prices at the farm and prices in retail stores, to reduce unfair competition in the trade, and to provide a steady flow to market of the types and qualities of farm products wanted by consumers. To avoid sterility market research must not be content merely to ferret out and pile up verified facts, important though these facts may be. If the full task is to be done the work in market research will not be complete until definite recommendations for improvement are made. Perhaps methods for putting such recommendations into practice under varying conditions can be supplied. To get measurable results, research will supply as many aids of this practical and guiding nature as possible.

OUTLINING in general terms the objectives of marketing research is simple. It is much more difficult to get accurate facts on which to build a sound marketing program that will accomplish these objectives. The field of marketing is difficult to study. Marketing includes many kinds of problems, such as grading and packaging at the farm, transportation, storage, city wholesaling, jobbing, and retailing, and many related problems, such as market news and standardization. Each of these in itself is a complex problem.

CONTROVERSIAL questions and marketing research are inseparable. For example, we need now a scientific study of the physical facilities in several of our large terminal markets. To be of real value these studies must not only make much information available but we must be prepared to have them lead boldly into the question of regulation.

IMPORTANT controversial issues in marketing include policies with respect to the regulation of large-scale processing and distribution and the regulation of trade between the States by means of health laws, zoning restrictions, quarantines, taxes, and other kinds of Federal, State, and municipal legislation. These are only a few of the controversial issues in this field in which consumers are so seriously concerned. We need to find out the degree to which the present regulations are being enforced. We need to know the economic effects of the laws that are enforced in order to reach a sound public policy that will benefit both consumers and farmers.

CONSUMERS are interested most directly in two kinds of marketing research—studies of the consumption of agricultural products and studies of standardization and the use of grades. Consumption research includes at least three kinds of studies, those dealing with long-time trends in consumption, including analyses of the reasons for shifts in consumption; studies of the relation of consumption to such factors as the size and composition of the family, and its income and nationality, like the Nation-wide study of consumer purchases now being conducted; and studies of variation in consumption from month to month and year to year as related to changes in supplies and prices of commodities and to changes in consumer incomes.

MUCH research has been done in this general field in the last 10 years or so, but certain phases of consumption still need close study. Very little is known about the extent of competition and substitution between different foods, for example. Detailed and precise information of this kind is necessary to the development of sound policies of production and marketing.

PERHAPS consumers are more directly concerned with quality grades than with any other subject in the field of marketing. So far, a large proportion of the grading and inspection work of the Federal and State governments is concerned with wholesale grades. But there has been substantial progress in building up a program of retail grades for consumers. Many retail stores are now selling butter, eggs, meats, canned fruits and vegetables, and other foods according to official grades. These grades are identified by stamps, tags, or labels.

CONSUMER preferences play an important part in grading. We need to know what they are as one basis for a sound grading program. Our understanding of consumer preferences should be specific, indicating, for example, the price differentials which different groups of consumers are willing to pay for such characteristics as size, color, firmness, and other factors commonly associated with quality.

IT is not possible to base a sound grading program on consumer preferences alone without some consideration of methods and costs of controlling quality at the farm and in the process of marketing. The studies of consumer preferences should be correlated with research in farm management and marketing in order to determine what kind of grading system will meet the needs of the consumers and will be profitable to the farmers.

THEN we need to develop scientific methods of measuring the important quality characteristics for the purpose of inspection. Much progress has been made on such research.

CONSUMERS may be directly affected by studies of the efficiency of marketing methods and marketing facilities. Any substantial improvements in the efficiency of marketing that lead to lower marketing costs would be of real benefit to consumers. Such improvements would probably lead both to lower food prices and to increased food consumption. It should be possible to do a better job of marketing and distributing perishable foods in large terminal markets. In many cities costs of wholesaling and jobbing seem unnecessarily high, because of poorly planned facilities and lack of proper regulation. Rapid increase in the distribution of perishables by motor truck has made many of our city marketing facilities practically obsolete and has led to serious traffic congestion and delays in the market. Delays of this kind mean increased spoilage and deterioration of perishables, and they add to the cost of getting foods from the farm to the consumer.

Consumers want to know whether the great city markets give all the service that can be reasonably expected in the way of adequate and prompt distribution at fair prices.

THESE are only a few of the most important problems in marketing research. They are attracting the attention of leading economists and marketing specialists. Moreover, there is a growing feeling that some of these problems are too big and complex for any small group of specialists to analyze completely. Many of them need to be studied jointly by a number of research agencies scattered throughout the country. A single State experiment station has difficulty in studying all phases of the marketing problem, both at the farm and in the wholesale markets.

ONE type of attack is illustrated by a study recently begun in New England concerned with the marketing of milk and dairy products. Two or three years of intensive work on the part of a number of research agencies—including the six agricultural experiment stations in New England and the Bureau of Agricultural Economics—have been planned. The study is coordinated and directed through the New England Research Council on Marketing and Food Supply. This council, since its organization in 1922, has been concerned with the coordination of research in agricultural economics in the New England States.

LAST-MINUTE PRICE REPORT

LATER CHANGES than those reported on pages 18 and 19 show retail food prices increased between May 19 and June 2 by almost 3 percent. While analysis of these later changes must be reserved for the next issue of the GUIDE, this large increase was due primarily to an increase of nearly 12 percent in fruits and vegetables, along with a rise of 1.4 percent in the price of meats, mostly in fresh pork cuts and lamb, and a seasonal lift of almost 2 percent in eggs. Higher prices for fruits and vegetables are due chiefly to a large jump in potato prices resulting from short supplies and to the effect of drought in truck-growing areas.

PUBLIC ENEMY Nº1 *in the Kitchen*

Food and Drug authorities give five rules for guarding against food poisoning

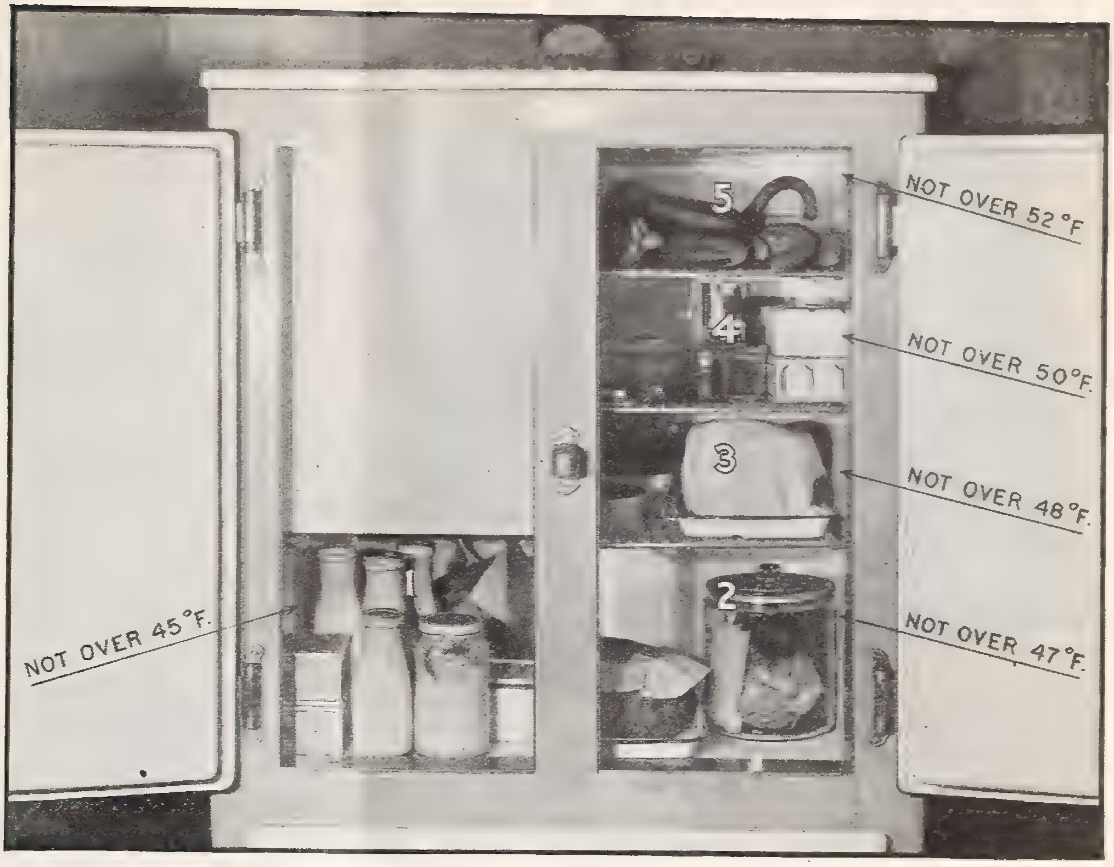
CARELESSNESS, Public Enemy Number One in the kitchen, is responsible for practically all the food-poisoning outbreaks investigated by the Federal Food and Drug Administration. Two prevalent types of poisoning are those caused by eating food not properly sterilized or refrigerated, and those caused by extreme carelessness in handling household insecticides in the kitchen and pantry.

THE FEDERAL Food and Drug Act forbids traffic in any food that is adulterated because of added dangerous ingredients, or because it is filthy, putrid, or decomposed. The law applies to foods shipped from one State to another; to foods manufactured, sold, or offered for sale in the District of Columbia or any of the Territories; and to foods imported into, or exported from, the United States.

UNDER the law, products capable of causing food poisoning may be grouped into three general classes: First, those that contain added poisonous substances, like arsenic or lead; second, those that harbor disease germs, such as oysters or milk containing the bacteria of typhoid fever; third (those that cause the most trouble nowadays), foods in which bacteria have developed, as in contaminated custard mixtures.

BACTERIA that infect food are found everywhere. Given a medium of growth to their liking, the necessary moisture, and a favorable temperature, the bacteria multiply rapidly. They seem to be especially partial to meat and fish, and to cream fillings for cakes and pies. Outbreaks of food poisoning at church suppers, picnics, and at fairs, especially in the rural districts, are almost always caused by insufficient refrigeration. On a nice warm day, when the temperature is ideal for the growth of harmful bacteria, stacks of sandwiches piled high to await the hour of the church supper or family picnic may become a distinct menace to health. Custard and cream fillings are also an excellent medium for the growth of bacteria, as shown by the outbreak of food poisoning a year ago in White Plains, N. Y., when 700 persons were made ill after eating pastries filled with custard or cream mixtures.

All raw vegetables, whether they are to be eaten raw or cooked, should be carefully washed. A good rule for washing spinach is to fill two large pans with tepid water; douse the spinach first in one pan, then the other. Empty both pans and refill with tepid water. Douse the spinach again in both pans, remove, and cut off the stems. Repeat the washing a third time in the third change of water.



Make temperature your guide in loading your refrigerator. Milk, butter, broth, desserts, and milk dishes should be placed where temperature is lowest, as in (1). Put uncooked meats, poultry, and covered jars for salad material in the next coldest spot, (2); berries and cooked meats in (3); cooked vegetables, eggs, fats, and leftovers in (4); fruits and vegetables in (5).

FOOD POISONING of the type caused by eating contaminated custard and cream fillings, although it happens only too frequently, is rarely fatal. Food poisoning of another and much more rare type, called botulism, is deadly. The botulinus bacteria are widely scattered throughout the soil, but fortunately, the botulism poison produced by these bacteria can be destroyed by boiling for 20 to 30 minutes. During the past fiscal year, of the 73 alleged food-poisoning outbreaks investigated, only 7 were diagnosed as botulism, and 6 of these outbreaks were caused by home-canned foods which had not been sufficiently processed.

OF the remaining outbreaks investigated—those that eventually proved to be caused by food—the food was contaminated while in possession of those preparing it for the table, and not before or during interstate commerce. Also, among those outbreaks caused by contaminated food, authorities noted two prevalent types of poisoning: That caused by eating food not properly sterilized or refrigerated, and that caused by extreme carelessness in handling house-

[Concluded on page 22]

Careful home canners follow the rules for processing recommended by the Bureau of Home Economics in Farmers' Bulletin 1471 . . . Warm days are working days for bacteria in food which is not properly refrigerated. No. 1 rule for picnickers should be to keep food carefully chilled and covered until eating time.

COOPERATION

The California Walnut Growers' Association has steadily built up its control of the marketing of walnuts until it now controls close to 90 percent of California's production.

Many farmers and consumers are exploring the cooperative way of making and marketing their necessities as a two-way route to a greater purchasing power and a better living. Farmers look to cooperative purchasing to cut their costs of production and to gain for themselves a larger share of consumers' dollars. Consumers look to cooperation to cut their living costs and to make possible greater consumption of farm products. From time to time we report some of their cooperative activities.

FARM cooperative leaders are going to join with consumer cooperators in celebrating in July the fifteenth anniversary of the founding of the oldest consumers' cooperative gas and oil station, at Cottonwood, Minnesota. Since the organization of this cooperative in July 1921 more than 2,000 similar societies have been organized throughout the West. From Cottonwood's 100-gallon business, cooperative distribution of gas and oil as a whole expanded to $40,000,000 in 1935. The original co-op gas station reported an increase last year of 31 percent in business, 91 percent in savings. In 15 years this cooperative has returned to its members more than $60,000 in patronage dividends.

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FIRST cooperative wholesale to handle gas and oil is acting as host at a celebration of International Cooperative Day, July 4. At that time directors of the Cooperative League of the U. S. A. and the National Cooperatives, Inc., plan to meet at Glenwood, Minnesota, headquarters of the Midland Cooperative, to map plans for expansion. National leaders expect to join with several thousand Minnesota, Wisconsin, and Dakota farmers in the cooperative celebration.

REPRESENTATIVES of 2 million organized consumers will meet in Columbus, Ohio, October 8, 9, and 10, at the tenth biennial congress of the Cooperative League of the U. S. A. This convention will bring together managers, educational and recreational directors and member delegates from farm purchasing co-ops, cooperative gas stations, grocery stores, bakeries, credit unions, creameries, restaurants, apartment houses, student cooperative eating establishments, dormitories, and bookstores, cooperative insurance companies and hospitals, and several consumer-owned cooperative mills and compounding plants.

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CONSUMER cooperative business in the little town of Hermiston, Oregon, with a population of 600, is reported to have totaled almost a quarter million dollars in 1935 with an additional $250,000 business transacted through marketing cooperatives. The Farm Bureau Cooperative, dealing in feeds and seeds, had gross sales of $147,000 in 1935. The Grange Cooperative handled $36,000 worth of lumber, hardware, fuel, and implements. Sales of the co-op gas station totaled $21,000, and a patronage dividend of 10 percent was paid. A cooperative cannery and laundry added $5,000 more and the cooperative grocery reported sales of $26,000. A community credit union has been established. Turkey and creamery cooperatives were the major marketing co-ops. Creation of a cooperative bakery, meat curing plant, and tannery is now being considered.

HOSIERY WORKERS, organized in the American Federation of Hosiery Workers, have decided to further educational work in cooperation. In a resolution passed unanimously at the twenty-fifth Annual Convention in May, this organization went on record in favor of such work.

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COOPERATIVES have arrived on the campuses of a number of colleges throughout the country. Within the last 4 years, 138 college co-ops have been organized to serve more than 32,000 members and do an annual business of over $2,750,000. Types of cooperatives include book stores, cafeterias, dormitories, cleaning and pressing establishments, buying pools, and others. At Texas Agricultural and Mechanical College in 1932, 12 boys banded themselves together to run their own dormitory and buy cooperatively from local retailers. By this year their number had swelled to 533, who are saving over $80,000 a year by furnishing their own rooms and meals for $8 to $10 monthly. They do a joint business of $2,000 a week. These 138 college co-ops now have their own national organization, the National Committee on Student Cooperatives, with headquarters at the Kimbark Cooperative, Chicago Theological Seminary, Chicago.

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OHIO'S Farm Bureau, at Columbus, has just published a guide book on the organization and leadership of discussion groups, under the title "Cooperative Discussion Circles", price 10 cents. Clever charts illustrate and simple text suggests methods which might be followed by such groups.

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THE STORY of cooperative organization among the 500,000 farm, fishing, and mining families of the little province of Nova Scotia is told in a pamphlet recently published by the Cooperative League, New York City, "How St. Francis Xavier University Educates for Action." One cooperative in that province which began in 1907 with a capital of $343 and had in 1929 a turnover of $1,730,000, now owns a store with four branches, a bakery, a pasteurizing milk plant, and a tailoring establishment. A poor fishing group at Port Felix started with a capital of $50 and was able 5 years later to supply funds for the erection and equipment of a cooperative lobster factory. In the last 3 seasons the organized rural groups of eastern Nova Scotia pooled orders for about 15,000 tons of fertilizer on which they saved $75,000. Each year now they charter a ship that brings flour and feed to them from Lake Superior with a saving on each shipload of about $8,000. Behind these developments and many others is the Extension Department of the University of St. Francis Xavier.

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"THE competition which a well-ordered, well-managed cooperative offers the other types of producers and distributors is both healthy and desirable", says an official of the Cooperative Food Distributors of America. "If a cooperative shows the way to increased service or lessened costs of either production or distribution, such leadership should be espoused and welcomed, and not viewed with alarm. For increased service on the part of any other established competitor leads invariably to increased competition and better methods. If the consumer as a whole benefits, so does the society of which that consumer is a part. For there is no law of nature or of man that has ever established the divine right of accumulating profits for profits' sake; profits are in the nature of a recompense for a service rendered. Yet the service must be rendered, and the recipient must be able to pay for it. The opportunity for the masses to earn the necessary means for purchase must therefore be given; and in many respects, the cooperative system would seem, according to its proponents, to offer just such a means."

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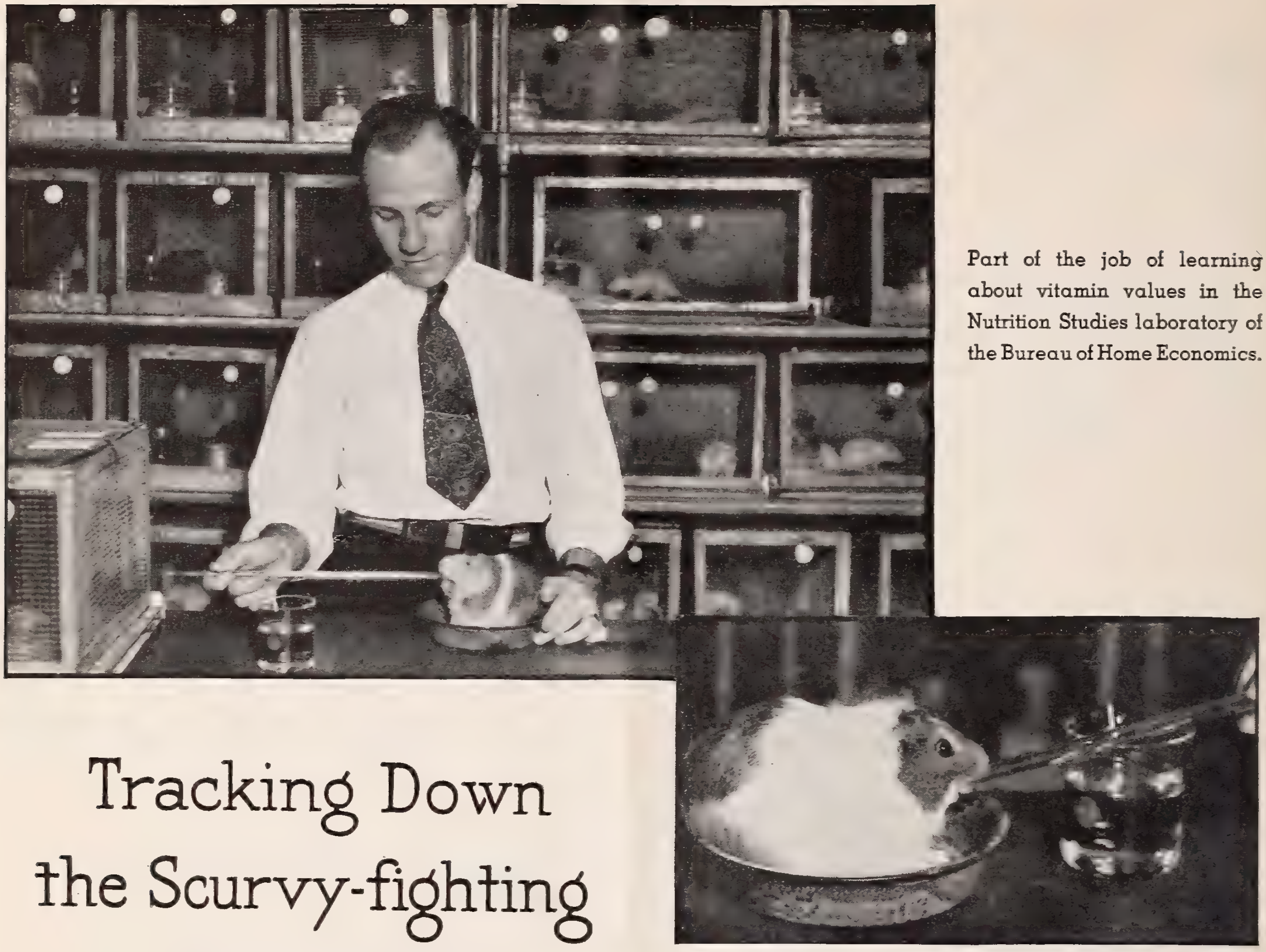
IN WASHINGTON, D. C., a consumers' cooperative society composed chiefly of Government employees is sponsoring the establishment of a cooperative gasoline station operating on Rochdale principles. A few weeks after the first announcement, more than a hundred persons had subscribed for shares of stock. The station will be opened when there are 300 members. Each member is to have one vote in the control of the organization, regardless of the number of shares he has purchased. In addition to gasoline, the members plan to supply themselves with oil, tires, and accessories. Many of these items they will purchase from cooperative wholesales. As the gas station prospers and reserves accumulate, these consumers may add the sale of coal, fuel oil, and other commodities to their activities.



Part of the job of learning about vitamin values in the Nutrition Studies laboratory of the Bureau of Home Economics.

Tracking Down the Scurvy-fighting Vitamin

Chapter III in the series on the help small laboratory animals give in tracking down the mysteries of vitamins in human health

WHITE RATS carry Vitamin C factories right in their own bodies. Researchers were hot on the trail of the theory of vitamins when they were suddenly detoured by the fact that rats, which had proved the most significant measurer of nutritional lacks, seemed to live along just about as well without Vitamin C as with it in their food. That ruled out the rat as proxy for man in experiments that show up lacks of Vitamin C and that reveal what different foods can do in the way of correcting the lacks.

GUINEA PIGS proved more significant performers. For experiment the researchers pick animals about which they know certain things: Their age, their history, their parents' history, etc. For a week before the beginning of a typical test, 6- to 8-weeks-old guinea pigs weighing from two-thirds of a pound up to almost a pound were fed a "basal" ration prepared especially to exclude Vitamin C, and all the greenery they wanted. Beginning the test simply meant taking away the green feed, leaving, for a certain number of the animals, only the basal diet without Vitamin C, and giving to groups of others different specified amounts of Vitamin C food.

Young Consumers' Page

THOSE ANIMALS that ate only the basal diet continued in what seemed a normal state for about 12 days, then started to lose weight and went rapidly through a typical fatal case of scurvy. The group on the basal diet plus 1 cubic centimeter of tomato juice (about a thimbleful) a day did not develop scurvy so soon and lived a little longer. The next better fed group getting 1½ cubic centimeters tomato juice, lived out the whole time of the test—70 to 90 days—but lost weight and suffered the typical sore, stiff, enlarged joints and severe tooth troubles, that go with the milder approaches of scurvy. Even with 2 full cubic centimeters of tomato juice a day, the next group started to slow up in their rate of growth after 15 days of the diet, and their joints were sore though not stiff. Three cubic centimeters of tomato juice a day appeared to be enough to protect guinea pigs completely from the obvious symptoms of scurvy.

OTHER TESTS have been worked out to reveal the less noticeable tooth troubles which are the first results of any lack in Vitamin C. Examinations after only 10 days' feeding of different diets ranging for purposes of comparison between the "basal" diet without any Vitamin C up to a diet complete with full Vitamin C protection showed direct and immediate connection between degrees of tooth damage and degrees of shortage of Vitamin C. The tests showed that it took almost twice as much Vitamin C to keep the teeth in order as it did to ward off the more observable symptoms of scurvy.

RESEARCH on human beings, though its results come from different and necessarily less exact methods, bear out the conclusions to which the animals helped point the way. One researcher, for instance, checked up the diet of all the patients of a certain dentist and found that tooth and gum troubles, including pyorrhea, were definitely connected with lack of Vitamin C in the diet, and that a pint of orange juice a day, mixed with lemon juice, plus half a head of lettuce, made an immediate improvement in the dental condition of those patients.

IMPORTANT FACTS that have come out of the study of Vitamin C point several morals to people who want to pick the right foods for keeping in top-notch physical shape. One is that Vitamin C must get into the diet every single day, since it doesn't share the happy faculty Vitamin A has of storing itself up against thin times. Another important discovery is that hard exercise and activity make symptoms of lack of Vitamin C show up quicker: Loss of appetite and weight; fatigue; and of course bleeding gums, loose teeth, and sore joints. The moral for active young people is to make sure of a daily quota of Vitamin C for insurance against too-easy tiredness, lack of pep, and too many sessions with the dentist.

ORANGE JUICE leads the list of sources of Vitamin C. Authorities haven't yet agreed as to the right amount of top nutrition, but, since no dangers seem to lurk in over supply, the more the better. When you use tomato juice as a substitute, remember that it takes at least twice as much tomato, fresh or canned, as of orange to give the same potency in Vitamin C. All the growing parts of plants have Vitamin C, particularly the green leaves. Example of that rule is that dried beans and grains which have no Vitamin C in the dry state, can suddenly acquire a rich supply by means of growing sprouts. Potatoes, while not among the really rich sources of Vitamin C, are such a staple food that enough Vitamin C often comes into the diet by the potato route to save people from serious deficiencies. In a potato-eating country like Ireland, for instance, the failure of the potato crop has been followed often by epidemics of scurvy. Changing a diet from cereal foods to the equivalent calories in potatoes has sometimes been enough to correct a Vitamin C deficiency. Citrus fruit leads the fruit list for Vitamin C, but the berry family follows along and all fruits have some potency. Among the meats the rich sources are liver, brain, and kidneys.

MOST PERISHABLE of the vitamins, Vitamin C often literally disappears into thin air. Exposure to heat and air brings down Vitamin C potency by leaps and bounds. For that reason, orange juice that has been standing for some time is less potent in Vitamin C than fresh-squeezed juice, and raw salads take a preferred position. The less cooking for green vegetables the better. The Bureau of Home Economics has tested cabbage, one of the cheap rich sources, for Vitamin C loss in cooking. The first few minutes of the experiment showed very little cooking loss. At the end of half an hour, the vitamin potency had been cut down by almost half. But even cabbage cooked this long was more than four times as potent in Vitamin C as cabbage cooked an hour and a half. At the end of two hours there was hardly enough Vitamin C left to count at all. Cooking with soda is absolutely out. One safe rule is to make sure of one green vegetable and one fruit, raw, every day.

WORLD'S FARM WOMEN

Nearly 7000 rural women from many kinds of homes in many countries meet in Washington to discuss their common problems.

FARM WOMEN from Missouri slept on the floors of the corridors of day coaches in order to take part in the third Triennial Conference of the Associated Country Women of the World which met in Washington from May 31 to June 12. Ladies of rural manors overseas came by way of first-class railway carriage and luxurious ocean liner. Ancient flivvers carried bigger cargoes than their age and capacity warranted, all the way across the country to get here on time.

CROWDED with six times the number of delegates figuring in the original plans, Washington got down to business in the matter of hospitality. Women found shelter everywhere, from suites in the best hotels to cots in tents in the tourist camp. The "Prairie Farmer", special train from Indiana, provided living quarters for its occupants for the time they were here. Washington residents, interested in the conference, its problems, its aims, were free with week-end invitations.

HOME-MAKERS who boasted they had never before been out of their own counties found a big week waiting for them. Received by the President and Mrs. Roosevelt at a White House garden party on the first day, they had to choose all week, from early dawn till late at night, among more ways to occupy their days than any dozen women could encompass. There were regular meetings of the Conference at Constitution Hall and the new Government Auditorium, at which reports were given in various languages from 23 countries; group discussions, 12 going on at once in one forenoon, were scattered about the city in smaller conference rooms. Sightseeing, organized and unorganized, included the official placing of a wreath on the tomb of Martha Washington at Mount Vernon, which alone took 3,000 taxicabs off Washington streets.

The Conference presented Washington's farm women visitors an opportunity to learn about the many services offered by the Government to homemakers.

"ASSOCIATED Country Women of the World" is a blanket name for the international banding together of "75 rural women's organizations in 30 countries on 5 continents." Affiliated with the International

TALK THINGS OVER

Association and sponsoring the 1936 conference in Washington are: Women's National Farm and Garden Association; Associated Women of the American Farm Bureau Federation; National Master Farm Homemakers' Guild; New England Farm and Garden Association; New York State Federation of Home Bureaus; Kentucky Homemaker's Federation; North Carolina Federation of Home Demonstration Clubs; Illinois Home Bureau Federation; Oregon State Home Economics Council; and the Virginia Federation of Home Demonstration Clubs. At this writing the official count of the Washington conferees has not been completed, but a rough estimate puts the number at between 6,300 and 6,500, of whom less than 200 were from abroad.

OFFICIAL hospitality from the United States Government took various forms. Besides being received at the White House, the delegates received official greeting from Mrs. Roosevelt, Secretary of Agriculture Wallace, and Secretary of State Hull. Government experts led group discussions in their fields. Government buildings were used for meetings. The Extension Service of the Department of Agriculture took a prominent part in the actual work both before and during the conference.

A chemist of the Food and Drug Administration points out fraudulent and dangerous drugs, foods, and cosmetics not subject to control under the present Food and Drugs Act.

REPORTS from delegates reflected the interests and the point of view of the organizations represented in the country reporting. Though almost all delegates showed an interest in health, most emphasis was given on improvements in medical care by delegates from the sparsely settled, less cosmopolitan areas, such as Australia, New Zealand, Africa, and parts of Canada, who reported on the development of nursing services, traveling clinics for mother and baby care, and other rock-bottom necessities.

INTEREST in recreational activities and handicrafts was common to all delegations, but the most prominent spots were given to folk dancing, drama, music, flower gardening, and lighter forms of entertainment and artistic expression by the delegates from England. In our own South, handicraft is being developed more as a way out of economic distress.

FOOD and nutrition took its naturally prominent part in the considerations of the conference as a whole, and all delegations re-

Examples of the animated exhibits which lined the walls of one convention hall.

ported progress in education in nutritive values, but in certain countries, such as Germany, Norway, Latvia, and Finland, work done is made an integral expression of the directives of the State economy toward national self-sufficiency. Thus reports from these countries describe progress in educating the people to substitute home-produced food for imported food in the diet, and to raise and manufacture the highest possible percentage of home needs on the farm.

ALL conferees were interested also in education, but in some countries the activity of the affiliated groups takes the form of providing training for domestic servants, raising their standards of service, prestige, and usefulness. In other countries where life of the participating farm women is more rigorous, hunger for cultural contact with the rest of the world shows in reports of such developments as traveling libraries, improved school and transportation facilities for rural children, etc.

GROUP DISCUSSIONS, led by experts in the field, had as subjects: Art in Rural Life, Drama, Education for Country Life, Folk Dancing and Folk Singing, Handicrafts, Health Services in Rural Areas, Library Services in Rural Areas, Motion Pictures, Music, Organizations for Rural Young People, Radio, Study of Local History, the Country Woman and the Economic Problem, the Country Women's use of Rural Resources, Electricity in Rural Life, Marketing of Home Products, Rural Unemployment and Readjustment, and Town People in the Country, (a) as workers, (b) as residents, and (c) as holiday makers.

EXAMPLE of a typical discussion on a subject of vital interest to those choosing that meeting from among the many going on simultaneously, was the one on marketing of farm products. Marketers from all over the world exchanged ideas, and their methods were catalogued. Types of marketing included cooperative roadside, individual, special 1-day sales, sales by parcel post and express, by truck to institutions—hotels, etc., by way of meals to tourists, barter and exchange of goods and services. North Carolina reported income of $238,000 from 34 curb markets in 32 counties in 1935, $283,000 coming in from other sales of home products by farm women in home demonstration clubs in 53 counties.

EXCHANGING grading methods resulted in a list of plans: Grading by a grading committee, education at market meetings of individual marketers in grading their produce; grading according to Government regulations (in Canada, under the system of compulsory grading); individual grading under check of inspectors. All successful marketers agreed that only by some form of grading that would keep standards of quality high could a market hope to attract and increase its trade.

SUMMARIZING the secretaries' reports of group discussions, Dr. Carl Taylor of the Resettlement Administration, divided them into four main heads: "First, the physical well-being of rural people; second, the economic well-being of rural people; third, the use of modern technologies in farm life; fourth, creation and conservation of rural culture." He stirred his audience to applause when he mentioned under the head of economic well-being that though handicrafts could be expected to bring in only incidental "pin money" return in the form of cash, farm women list among their most deep-seated desires some income definitely their own to spend for their families according to the dictates of their own ideals.

ANOTHER round of applause came when, in pointing out the uncovered fields of the Conference, he mentioned housing. "I am convinced", he said, "that of all the elements in the standard of living—health, shelter, education, religion, recreation, and social participation—housing is the weakest spot in rural life." The other point of omission he criticized was the lack of discussion of cooperation, which, he said, should be based on the pattern set by family life rather than that of big business.

PRESS AND EDITORIAL problems took one session of the Conference. The president of the organization reported progress in the publication of "The Country Woman", official magazine of the association published in London. After 3 years' research, the editorial staff presents this year a book called "Food in the Country Home", a collection exchanging some of the food ideas of each country, including formulas for products ranging from bottled Norwegian cloudberries to soup made of kangaroos' tails. This book represents one of the first organized efforts toward international exchange of ideas by this organization. The path toward broadening of these ideas was laid out by a resolution asking for more editorial attention to international affairs in the rural press.

FOODS AND NUTRITION
PLANNED YEARLY FOOD SUPPLY FOR THE FARM FAMILY

Live demonstrators of important lessons farm families are now learning.

KEYNOTE of the Conference was Secretary of Agriculture Wallace's initial speech of greeting. Pointing out the importance of farm women to society, he told how statistics are pointing to a future generation of which two-thirds of the population will have been produced by one-fifth of the women of the United States now on farms. "If a great majority of them", he said, "are to be condemned to unremitting drudgery, denied household conveniences common to most city homes, denied the opportunity for leisure and recreation and cultural activities—if this is to be the program of the rural women of the world—then we cannot expect either the material or the spiritual progress we wish to see in the coming generations. If, on the other hand, not merely 30 to 40 percent but 80 to 90 percent of our farm women can have the household conveniences and the cultural opportunities they ought to have, along with improvement in the general economic position of agriculture, then the future both for farm women and for our civilization is immeasurably brighter."

AS CONSUMERS, women take a recognized place of power, the Secretary pointed out in his later address to the Conference. "With the passing of the economically self-sufficient farmstead, producing 95 percent of the food and fiber for the family, we have come to an age where it is appropriate to speak of 'buying' a

[Concluded on page 22]

Two bridges, making easier passageway for the busy workers in agriculture's Department in Washington, are approaching completion.

Consumer-Farmer Briefs from Washington

"YOU CAN'T judge the quality of canned goods by the price", the New Jersey Department of Agriculture's Division of Consumer Information tells consumers in its latest illustrated feature stories. A recent demonstration of the relation between these two guides to buyers was made before a group of teachers and students in home economics at New Jersey College for Women when an official grader examined sample lots of tomatoes, peas, and peaches. Most of the peas graded were found to be of good quality but prices varied from 15 to 23 cents for No. 2 cans which were scored as Grade A. The price of one can, scored as Grade B, was 19 cents. Two cans, grading as C, each cost 13 cents. None of the cans of tomatoes, priced from 5 to 19 cents, rated the Grade A standard. Those which scored Grade B ranged from 10 to 19 cents. Canned peaches, too, failed to show any close relation between quality and price.

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ADULTERATING honey proved an expensive short cut to bigger profits for a Brooklyn firm recently when the Food and Drug Administration obtained a judgment carrying a fine of $2,374 against the firm through a Federal Court action. Thirteen shipments of the so-called honey had been seized when analysis showed extensive adulteration with liquefied "invert" sugar. Some of the lots were also short weight. Honey ordinarily costs from 3 to 4 times more than sugar. "The difference in price between honey and cane sugar is a great temptation to unethical individuals", the chief of the Food and Drug Administration states. "Adulteration of honey is not frequently practiced, but when it is, it is not possible for the purchaser to recognize the fraud and protect himself." That's why Food and Drug officials are so alert to this kind of deception.

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FRESH lettuce, peas, and cauliflower grown in western Washington are the central characters of a new marketing agreement and order between the Secretary of Agriculture and handlers of these products which take the place of a marketing agreement program in operation during the last two seasons. The purpose behind this agreement and order, like others applying to various fruits and vegetables, is to steady the flow of these products to market so as to avoid alternating gluts and shortages. Upswings and downswings in supplies may help consumers sometimes but are more often costly to farmers.

TO STEADY the movement of these western Washington products to market, there is to be uniform grading and inspection. Committees of growers and shippers will limit the shipment of lower grades and sizes when markets cannot absorb all the supplies. When this kind of regulation is not sufficient, these committees can stop all shipments until consumer demand for the products picks up.

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TRICKS for keeping fresh color, flavor, and texture in canned green vegetables are suggested by the home-canning experts of the Department of Agriculture. Chief rule is pre-cooking below boiling temperature. First give the green vegetables a short cooking in a saucepan with water, keeping the temperature at or below the simmering point. Then put the hot vegetables immediately into hot sterilized containers and process under steam pressure.

LOW-TEMPERATURE pre-cooking has been tried in canning studies by the Bureau of Home Economics with spinach, kale, collards, green beans, and young peas. In every trial the freshness of the vegetable improved over vegetables pre-cooked at the boiling point. Best results with greens were reported from pre-cooking until they wilted; with green beans, until they bent without breaking; with young tender peas, about 5 minutes.

HIGH HEAT in blanching or pre-cooking fades these green vegetables and results in some loss of flavor and fresh texture. Chlorophyll, the green substance in plants, is sensitive to acid during cooking. Heat of cooking or canning drives out the acid in vegetables. In an open saucepan, this acid passes off with the steam. While most green vegetables are considered "non-acid", as compared with many fruits, the very small amount of acid present in most vegetables is enough to require special care in blanching.

"BALANCE costs against advantages before you embark on home canning", is still a good rule for consumers without home gardens. Your CONSUMERS' GUIDE of August 5, 1935, helps you to judge the pros and cons.

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CONSUMERS lucky enough to be able to buy foods in quantity and careful in counting canning cost will find a useful guide to the relative cost of big and little amounts in the "Revised list of Approximate or Average Weights of Various Commodities", released in May by the Bureau of Agricultural Economics. This is a free bulletin.

AVERAGE or APPROXIMATE weights of some of the more common foods are:

Bushel	Apples, fresh	48 lb.
Box	Apples, fresh	44 "
Barrel	Apples, fresh	140 "
Bushel	Beans, dry lima	56 "
Bushel	Beans, other dry	60 "
Crate (Std.-45)	Cantaloups	60 "
Box	Grapefruit, Fla.	80 "
Box	Grapefruit, Calif.	60 "
Bushel	Grapes	48 "
Basket (12 qt.)	Grapes, Eastern	18 "
Bushel	Onions, dry	54 "
Box	Oranges, Fla.	90 "
Box	Oranges, Calif.	70 "
Bushel	Peaches, fresh	48 "
Box	Peaches, Western	20 "
Bushel	Pears, fresh	50 "
Box	Pears, Western	46 "
Bushel	Plums, fresh	56 "
Box	Plums, Western	20 "
Box	Plums, NW. suitcase	16 "
Bushel	Potatoes, Irish	60 "
Bushel	Soybeans	60 "
Bushel	Spinach	18 "
Bushel	Sweetpotatoes	55 "*
Bushel	Tomatoes	53 "

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* Usual weight of sweetpotatoes when harvested. Much weight is lost in curing or drying. Net weight when sold in markets may be far below 55 pounds.

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FRESH weight equivalents for units of dry or shelled foods are equally important measures of value:

1 lb.	shelled	Almonds	about	3⅓	lb.	unshelled
1 "	dried	Apples	"	7	"	fresh
1 "	dried	Apricots	"	5½	"	fresh
1 "	shelled	Beans, Lima	"	2	"	unshelled
1 "	dried	Dates	"	1.33	"	fresh
1 gallon		Maple sirup	"	8	"	sugar
1 lb.	dried	Peaches, Calif.	"	5½	"	fresh
1 "	shelled	Pecans	"	2½	"	unshelled
1 "	shelled	Peanuts	"	1½	"	unshelled
1 "	shelled	Peas, green	"	2.5	"	unshelled
1 "	dried	Prunes	"	2½ 3-4	" "	fresh in Calif.; fresh elsewhere
1 "		Raisins	"	4	"	fresh grapes
1 "	milled	Rice	"	1.62	"	rough or unhulled rice
1 "	shelled	Walnuts, English	"	2.38	"	unshelled

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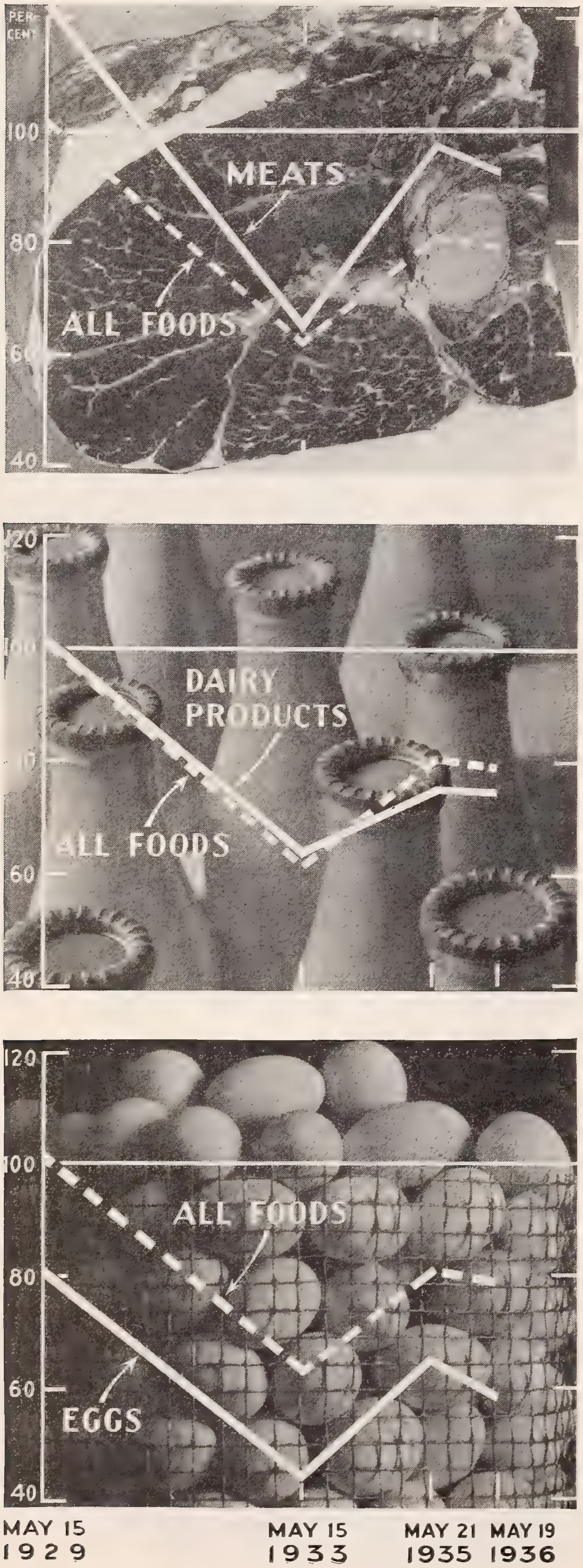
A PERSPECTIVE OF FOOD COST CHANGES
1923-1925 = 100



Your Food Costs

MELON season swings fully underway in June. Cantaloup shipments usually reach their peak in this month and then decline until the season ends in October. Watermelon, honeyball and honeydew supplies increase sharply during June but peak movement does not occur until July.

SHIPMENTS of all melons except watermelons, up to the end of May, were larger and earlier than last year. Watermelon acreage is expected to be about 5 percent below last year. Production in the early producing States, which ship in June, is estimated at about one million melons less than in 1935, an 8 percent decline. The crop in these States is in good condition but a little late. Since 1930 there has been a tendency to increase production in the late producing States which ship in August and September. This accounts in part for this year's decline. Georgia and South Carolina still are the largest melon producers and their supplies move mainly in July.

CANTALOUP, honeydew, honeyball, casaba, and Persia melon prospects appear better than last year. The Imperial Valley crop, which moves mainly in June, is of good quality and about 100,000 crates in excess of 1935. Acreage in the second group of early producing States, which ship in late June and July, is about the same as last year and considerably above 1933 and 1934. It is too early to forecast production in this area.

DROUGHT conditions in the Southeast since mid-April have browned pastures and brought potato growing conditions in the 10 Southern States to their lowest June 1 level since 1924. This area is the largest source of potatoes in late June and July and rains are needed to prevent yields from dropping further in potatoes, other vegetables, and fruits. While the Southeast was sorely lacking in rain the Dustbowl in the Southwest received a welcome drenching in May. Torrents of rain there improved wheat yields and raised estimates of total winter wheat production from 464 million bushels on May 1 to 482 million bushels on June 1.

FOR the first time since early April retail food costs resumed their downward trend

and Supplies

when they declined 0.3 percent from May 5 to May 19. The small size of the decline was due to the fact that higher prices of eggs, citrus fruits, and potatoes partially offset sharp price declines in meats and dairy products. While prices of certain items such as eggs are now advancing, this condition should not alarm consumers. In most cases, these items are selling below last year's level and the increases are only the usual price changes that occur when production drops off seasonally. Prices of farm products fluctuate monthly along with changes in supplies. These major seasonal price fluctuations must be taken into account, and it is only when expected seasonal price changes are exceeded that consumers should be alarmed.

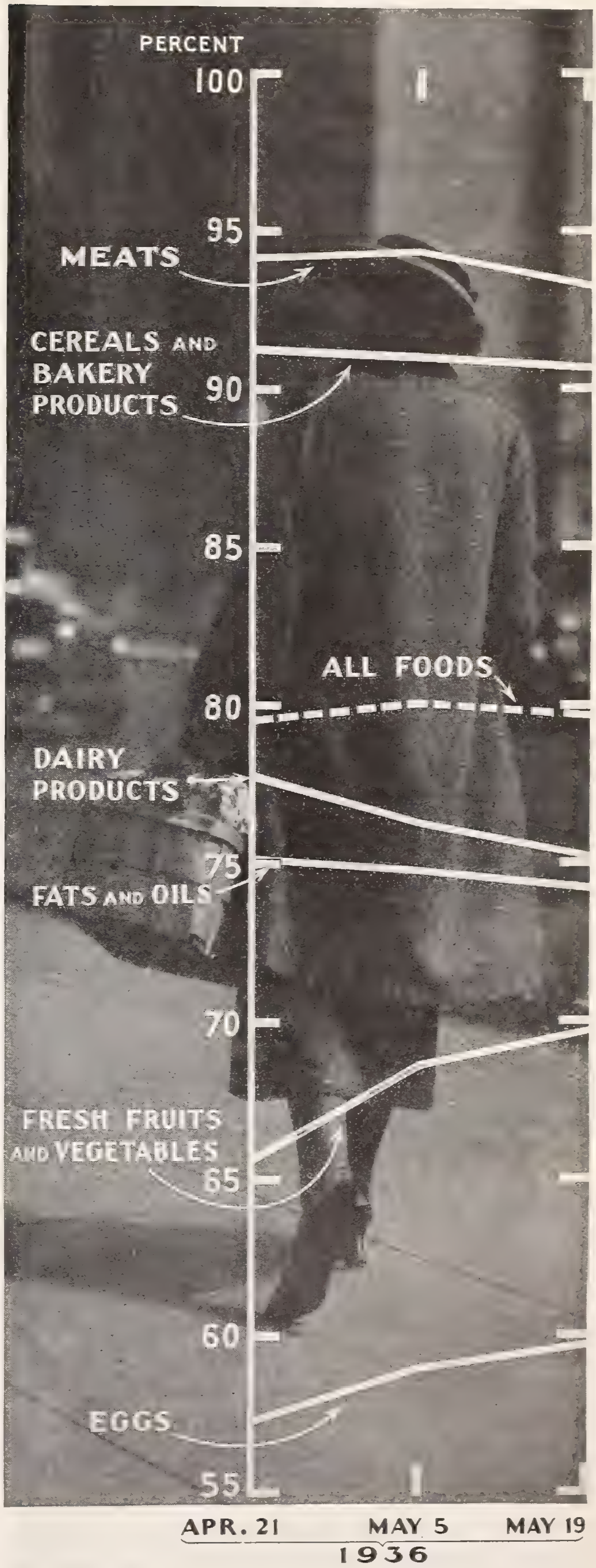
SINCE December 31, 1935, food costs have gradually declined 3 percent compared with a 7 percent rise during the same period in 1935. Most of this year's decline occurred before the first of February. Expected large declines since then have not materialized because of unusually severe winter weather in February.

INDEX of retail food costs, as reported by the Bureau of Labor Statistics on May 19, was 79.9 percent of the 1923-25 average. This was about 2 percent below costs at this time last year. On May 15, 1933, the index stood at 62.5 compared with 102.4 on May 15, 1929.

MEATS and dairy products registered the major declines in cost during the 2-week period as supplies of hogs, cattle, and butter increased seasonally. Major advances were limited to eggs and fresh fruits and vegetables. The cost of fats and oils, and cereal products was again slightly lower, a tendency that has been true since the first of the year. Fruits and vegetables were the only food group higher in price on May 19 than at that time last year.

FARM prices continued downward from mid-April to mid-May as substantial price declines occurred in wheat, hogs, beef cattle, and dairy products. These decreases more than offset price increases in potatoes, fruits, and eggs. From April 15 to May 15, the index of

A CLOSE-UP OF FOOD COST CHANGES
1923-1925 = 100



farm prices dropped 2 points and reached 103 percent of the 1909-1914 average.

SINCE January prices which farmers receive averaged below their level during the first 5 months of 1935. The only food products now substantially above January-May 1935 farm prices are potatoes, hogs, calves, sheep and lambs, and chickens.

LOWER farm prices during 1936 did not result, however, in lower cash income to farmers because larger supplies were being marketed. During the first 4 months of 1936, farmers' cash income from the sale of farm products was the highest reported since 1930. Cash income from January to April this year, excluding all benefit payments, amounted to $2,017,000,000, compared with $1,749,000,000 during the same period in 1935. April income was $22,000,000 above April 1935, but $12,000,000 lower than March because of smaller shipments of wheat and cotton. Farm cash income in the second half of 1936 is expected to be bigger than that of a year ago.

RELATIVELY light potato supplies are expected to continue through June and July, when new potatoes form the bulk of potato supplies. Continued dry weather in the Southeast has reduced the amount of potatoes per acre. June new potato supplies arrive mainly from the second group of early producing States and production there is expected to be 2.1 million bushels, or 32 percent below last year. Production in the intermediate States, which ship mainly in July, is forecast at about 22 percent below 1935. Virginia, which supplies the major part of the intermediate crop, reports late plantings and dry weather retarding growth. June rains would considerably improve yields.

RETAIL potato prices moved up 0.2 cent during the 2-week period and were selling at 3.4 cents per pound. Prices were 16 percent above a month ago and 66 percent above the level at this time last year. Early clean-up of old-crop potatoes was probably the major factor in this rise. Considerable further increase has occurred since May 19. Farm prices advanced from 81.1 cents a bushel in mid-April to 87.1 cents a bushel in mid-May. Farm prices a year ago were 44.6 cents a bushel.

VEGETABLE prospects for this June and July are for larger tomato supplies, but smaller amounts of lettuce, cucumbers, green peas, and snap beans. Large June tomato supplies may be expected because production in the second early States is forecast at 600,000 bushels above 1935, a 19 percent increase. July supplies should continue large because a record tomato acreage is forecast for the intermediate States. Lettuce will not prove as plentiful as it was during May. The lettuce crop in the intermediate States shipping in June is expected to be slightly below last year.

CUCUMBER supplies in June are expected to be fairly light because production in the second section of early States is only about 60 percent of 1935. Smaller green pea supplies during June also appear likely. Snap bean production in the first section of intermediate States, which ship in June, is about 20 percent below last year. Low production in most cases was due to unfavorable weather which delayed planting, and dry conditions during April and May which curtailed growth.

COST of fresh fruits and vegetables advanced during the 2-week period because increases in fruit and potato prices more than offset decreases in other vegetable prices. Most vegetables continued to sell at prices well below their level at this time last year. Green beans showed the largest decrease, dropping 1.6 cents per pound, while lettuce was 1.2 cents per head cheaper. Spinach declined about 1 cent a pound and celery, cabbage, and onions were slightly lower in price. From now on local truck gardens will supply an increasing share of produce and this should result in lower retail prices for more vegetables.

LEMONS made the major advance in retail fruit prices, jumping 4.5 cents a dozen during the 2-week period. Lemons usually advance in price during hot weather, when demand increases. This year's crop is estimated at 8.2 million boxes compared with the large 10.5 million box crop last year. Orange prices went up 2 cents a dozen and appear likely to advance some more in June. Valencia or summer oranges from California, best suited for juice purposes, are now arriving and should continue to form the bulk of supplies until November.

PEAK egg production was reached during early May and while production will decline from now until the late fall, the amount of the decline is expected to be smaller than last year.

Favorable weather conditions and relatively low feed prices in May stimulated production and these conditions should continue through the summer. Receipts at major markets during the first 3 weeks of May were about 15 percent above the corresponding period in 1935.

EGG prices to consumers advanced 0.4 cent per dozen from May 5 to May 19. Prices were still 10 percent below the same period last year and are expected to continue below the 1935 level throughout the summer. Prospects for only small retail price increases during June are fairly good.

LARGER supplies of fresh poultry are now coming to market. The seasonal upswing in fresh broilers and fryers has started. Retail poultry prices usually decline as freshly killed poultry replaces storage supplies.

BUTTER production should reach its peak the middle of June and then start downward 1 month earlier than last year when abnormal conditions prevailed. Production of butter during the first 4 months of 1936 was 4.4 percent above the same period in 1935. During the month of April it was 1 percent above April 1935. No May total production figures are available, but reports from a few producers indicate that production is running above April, but below May of last year. This indicates a possibility that production this summer may be smaller than last summer with slightly higher prices. Improvement in pasture conditions is necessary if milk production close to the high mark of the 1935 summer is to be reached. The June 1 report on pasture conditions, however, was not encouraging.

RETAIL butter prices declined seasonally 1.3 cents to 33.9 cents per pound during the 2-week period. Butter is now retailing at about the same price that prevailed at this time last year and it is 38 percent below the May 15, 1929, price. Further seasonal price declines may be expected in June but these are likely to be small in view of the fact that wholesale prices of 92-score butter at New York were fairly steady during May. Farmers were receiving 26.7 cents per pound for butter in mid-May compared with 28.3 cents per pound in mid-April.

AVERAGE price of white bread remained at 8.2 cents per pound during the 2-week period. Bread is now selling at about one-half a cent below peak prices prevailing at the end of last year, and 2 percent below prices a year ago. Nine cities reported price increases while 6 cities reported lower prices. Major change was in Milwaukee where prices declined 0.9 cent per pound.

FEDERALLY inspected slaughter of hogs and cattle during May continued considerably larger than 1 year ago and lamb slaughter again showed sharp declines.

SHARP declines in retail fresh pork prices and moderate decreases in the price of cured items occurred during the 2-week period. Pork chops and loin roast were 1.6 and 1.7 cents per pound lower, while sliced bacon was down 0.5 cent per pound. Compared with this time last year fresh pork products were 8 percent lower and bacon prices about 2 percent higher. Other cured pork products were as much as 12 percent above a year ago. Pork prices have registered declines of from 2½ to 4½ cents per pound since December 31, 1935. Lower retail prices at present have resulted from the start of the delayed marketing of the fall pig crop. Live-hog prices have advanced since the middle of May, but it is probable that retail prices will continue slightly downward through June or early July, at which time the seasonal low point in live-hog prices is expected.

RETAIL beef prices were slightly lower during the 2-week period and were about 14 percent below prices at this time last year. Recent major price changes were limited to rib and chuck roasts which were 0.4 cent per pound cheaper. Since the end of 1935, retail beef prices have declined about 2 cents per pound on all items. Cattle slaughter is expected to increase until mid-summer and this should mean further slight price declines.

RAPID advance in lamb prices was checked from May 5 to May 19. Rib chops and chuck advanced 0.3 cent per pound but leg of lamb was 0.4 cent per pound cheaper. This was the first lamb price decline exhibited since early March when the upward swing in lamb prices began. The seasonal increase in the spring lamb receipts is under way now, and retail prices may be expected to show only slight advances or small declines early in June. The usual sharp spring lamb price decline, which occurs the first half of June, is not expected this year until the latter part of June or early July.

PUBLIC ENEMY NO. 1 IN THE KITCHEN

[Concluded from page 7]

hold insecticides in the kitchen and pantry.

ACCORDING to the Food and Drug Administration: "Federal, State, and city food officials, so far as it is humanly possible to do so, see that all food and food ingredients sold in the United States are entirely fit to eat. But to stamp out food poisoning entirely, the ultimate consumer, particularly the person who prepares food in the kitchen, must take up the work where the Federal Government, the States, and the cities leave it. If each person preparing food for the table would follow the fundamental rules, and remember that sound food, freshly and thoroughly cooked, does not cause food poisoning, outbreaks of such illness should cease."

HERE are the fundamental rules:

FIRST, keep foods free from dirt and from insects or other carriers of micro-organisms.

SECOND, see that all food to be eaten raw is fresh, clean, and sound, free from stale odors, from slimy, rotting areas, and from mold. Fresh vegetables and fruits and other foods to be eaten raw should be carefully and thoroughly washed in pure water before they go onto the table.

THIRD, serve cooked food as soon after it is prepared as possible.

FOURTH, and this applies especially to custard mixtures, do not expose moist or soft cooked food to a temperature above 50 degrees Fahrenheit for more than a few hours. Keep it in the refrigerator. If no refrigerator is available, recook the food before serving it, even if it shows no signs of spoilage.

FIFTH, never take a chance on any food with an unusual smell or appearance. Be especially careful with custard mixtures. Prepare the custard only as needed, cook it sufficiently, and if it is not to be served right away, keep it under refrigeration.

THE HOME canner will avoid all danger from botulism, the most serious form of food poisoning, by following the rules for processing recommended by the Federal Bureau of Home Economics in Farmers' Bulletin 1471, "Canning Fruits and Vegetables at Home." Copies of this bulletin may be obtained from the U. S. Department of Agriculture, Washington, D. C.

WORLD'S FARM WOMEN TALK THINGS OVER

[Concluded from page 15]

living. The women, of course, do most of the buying. As consumers, they have just begun to realize their tremendous economic power. . . . Farm women more nearly than other human beings can look at this problem of producer and consumer sensibly because they are directly conscious of the sales price of cattle, hogs, wheat, and cotton—and the purchase price of clothing, groceries, and machinery. They can think completely and fairly about the relationships between production economics and consumption economics. They may, on the one hand, offset the city women who think too exclusively of consumption economics—and on the other hand they can educate the farm organizations in the importance of consumption economics."

CONSUMER-FARMER BRIEFS FROM WASHINGTON

[Concluded from page 17]

IN MANY counties of North Carolina the State College Agricultural Extension Service is setting up question-and-answer meetings on rural electrification. Consumers and prospective consumers of electric power are showing more and more interest in safe and proper methods of wiring their homes and farms. During the past 9 months 1,200 miles of rural power lines have been constructed in the old North State.

★

WHEN you eat walnuts, you probably throw the shells away. But nut growers who sell shelled walnuts aren't going to throw theirs away any longer. They plan to grind them up for use in various commercial products. The grinding operation breaks the hard walnut shells into 8-sided crystals varying in size from a coarse 12-mesh material to a fine 325-mesh powder. Consumers may soon be using walnut shells in hard and soft rubber compounds, asphaltum linoleums, roofing papers, and abrasive soaps.

A family of 5[*] will have an Adequate Diet at minimum cost if they get these foods in these amounts each week.

Bread, Cereals, Baked goods.	20lbs.
Milk 25 qts. or corresponding quantities of canned or dried milk or cheese.	
Potatoes Sweet "	14lbs.
Tomatoes (fresh or canned) or citrus fruits.	5lbs.
Leafy, green and yellow vegetables.	9lbs.
Dried beans, peas, nuts, and peanut butter.	2½lbs.
Dried fruits	2lbs.
Other fruits and vegetables.	10lbs.
Lean meat, Fish Poultry.	6lbs.
Eggs	18
Fats	4½lbs.
Sugars	4½lbs.

Fifth of a new series of adequate diets at minimum cost for families of varying sizes and ages, based on studies of the Bureau of Home Economics, Department of Agriculture.

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[*] Two moderately active adults, a girl 12, a boy 9 and a boy of 14.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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Consumers' Guide

VOL. III, No. 12
JUNE 29, 1936

On the Trail of Vitamin Values

> "The doctrine of 'production for use' has its place provided it is interpreted to mean a continual increase in consumptive power with adequate incentive to producers to supply in a balanced way more and more of the things we all really need and want at a price low enough to pass such goods into consumption."
>
> Henry A. Wallace
> Secretary of Agriculture

ANOTHER consumer study course in better buying (see our May 18 issue) comes to us by way of the Office of Education which has brought together invaluable material for students in its bulletin, "Consumer-Buying in the Educational Program for Homemaking" (price, 20 cents).

NINTH-GRADE pupils in a Columbus, Ohio, school—guided by their teacher—set out to learn how to buy utensils for the kitchen. Cookery utensils most often used were chosen for class study.

EACH girl brought from home utensils which her mother liked or disliked and told the other committee members why her mother found the utensils desirable or undesirable. They themselves then worked with these utensils, studying them carefully to learn what features of construction were responsible for their effectiveness, whether the material was good for the purpose, whether the utensils were easy to care for.

UTENSILS in the laboratory at the school were studied. In order to learn more about materials used in making different utensils and their advantages and disadvantages from the standpoint of performance and ease of care, the girls studied books and articles on equipment.

CHECK LISTS of qualities responsible for the effectiveness of each piece of equipment were set up by the girls on the basis of information gained from the experience of their mothers, their own laboratory experience, and their reading.

NEXT STEP in learning the business of wise buying came when the class members were given the opportunity to purchase several new tools and utensils for the laboratory. Various sources of information concerning the qualities of different brands were considered, such as text books on equipment, Government bulletins, reports of research by noncommercial agencies, seals of approval of different magazines, advertisements, and recommendations of sales persons.

MANUFACTURERS' advertisements were studied for the specific information they gave concerning qualities of utensils. Some of the girls visited stores and talked with sales persons. This information was compared with a textbook on equipment to find out how adequate and how accurate was the information secured from these sources.

APPRAISAL of the data from all sources then followed. The class considered the interests of each agency offering information, as to whether it was primarily to provide facts which would help the prospective buyer make an intelligent selection or whether it was primarily to influence the prospective buyer in selecting the product of a given company.

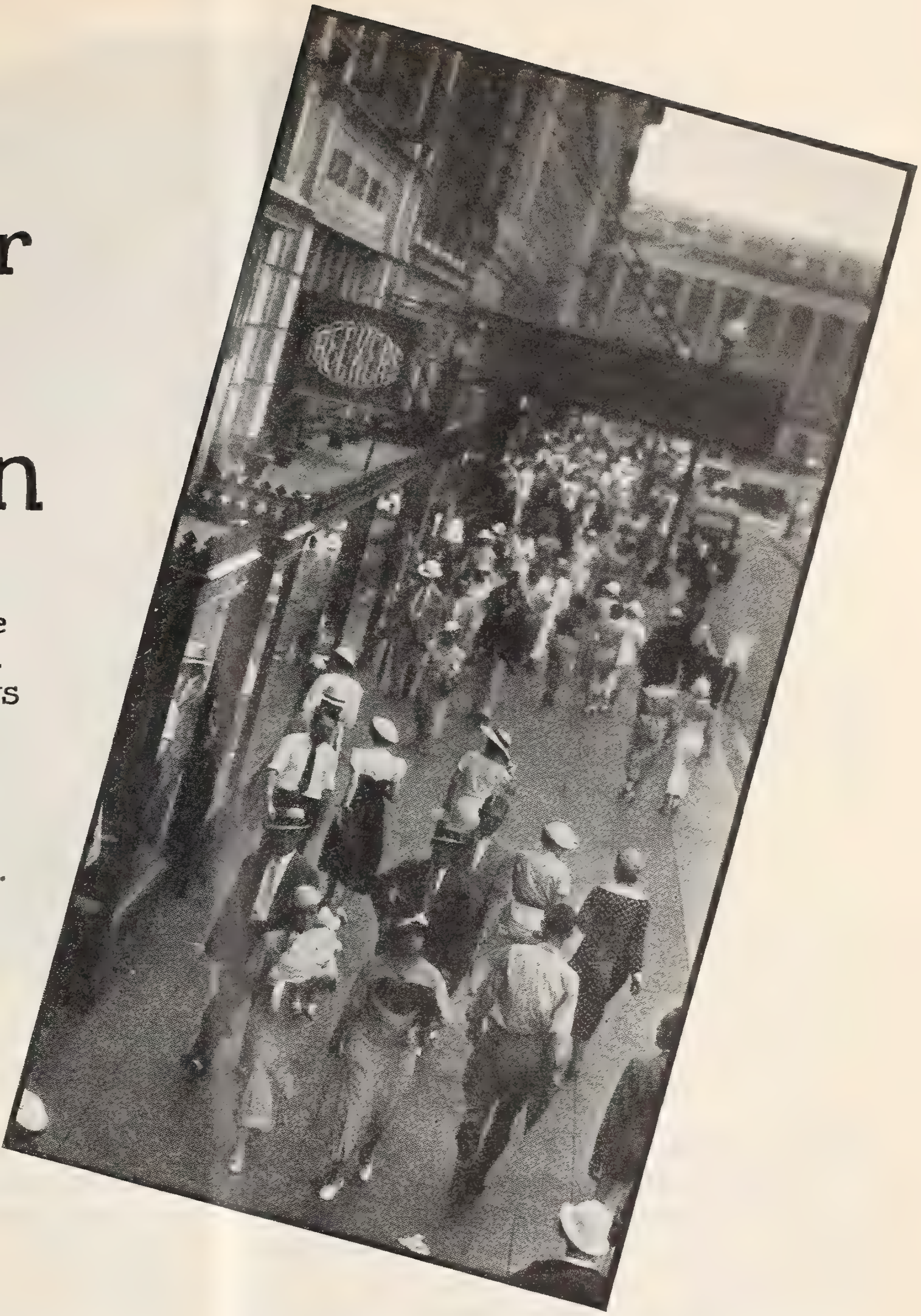
ALL reliable information concerning each of the utensils was then assembled. Decisions were made as to which of the different market offerings were best suited to their needs, and whether higher-priced articles had qualities which made them "better buys" than the less expensive. Purchases were then made by the students and used by them.

MAJOR results of this study were that the students were much more appreciative of laboratory utensils they used, and used them more critically, with more concern for their proper care. "This is a poor knife", one student observed. "I'd never pick one like it. The blade sticks up beyond the handle, and when I use it very long, it makes my finger sore." "This is a poor aluminum pan", commented another girl. "It has warped and does not sit on the stove flat."

POINTERS learned in this class study became aids in purchasing for home use. The teacher of this course reports that mothers, appreciative of the training in selective buying given their daughters, made them buying agents for some of their kitchen needs.

A New Charter for Consumer Organization

More communities each year are becoming consumer-conscious. More consumers are seeking ways to equip themselves as better buyers · A new plan of organization for local consumer groups has been drawn up by the Consumers' Project in Washington. We give its outline here.



EMPLOYERS have their trade associations. Workers have their labor unions. Now consumers are going to have a new kind of organization. The Consumers' Project of the Department of Labor is planning to sponsor the establishment of consumers' councils in all parts of the country.

ABOUT 2 years ago the Consumers' Division of the National Emergency Council organized the first consumers' councils, then on an experimental basis. (Articles on these councils appeared in the CONSUMERS' GUIDE on December 3, 1934, and June 24, 1935.) Their principal job was to give consumers a check on the way industry was operating under the codes. The Federal Government made all membership appointments and retained control of the councils. Later the Consumers' Division of the National Recovery Administration sponsored the councils, and made them agencies to channel out to their communities information on Government activities of interest to consumers, and to channel back to the Government facts regarding local consumer problems.

NOW the Consumers' Project, under supervision of the Department of Labor, proposes a new form of organization for the councils. No appointments will be made from Washington. Each council will have local autonomy and entire control of its own affairs. It will undertake protection of the consumer in a way best suited to meet local needs. It will study consumer problems in its own area, and report its findings to the Consumers' Project for use and aid of groups in other regions. The Consumers' Project will not dominate the local councils, but will rather be the ear of the Federal Government which listens to their collective voice.

FROM the bottom up, not from the top down, will be the new plan for organization. An effective consumers' council will be firmly rooted in community life. To insure permanence and effectiveness, councils will enlist local initiative, support, and responsibility. The

A-B-C's of consumer wisdom is learning to buy by quality standards as well as by price.

Consumers' Project in Washington will advise and encourage, through its various services and sources of information. But councils are to be responsible only to their members, and not to Washington.

COUNTIES formerly were the geographic basis of Consumers' Councils. Each council is now to decide for itself the territory it will represent. Convenience and effectiveness will determine whether the geographic unit is to be county, city, or town. Eventually, local councils may decide to set up district, State, or national federations.

A BOOKLET soon to be issued by the Consumers' Project gives valuable organizing advice to communities which are thinking of starting a consumers' council. Membership should come from the public at large, and also from such groups as trade unions, trade councils, farm clubs, organizations of teachers or social workers, cooperatives, and credit unions. The larger the membership, the more influential the council will become in the community. A preliminary educational campaign, aimed particularly at people and groups with special consumer interests, is an important factor. Radio, newspapers, announcements on bulletin boards, and special meetings all pave the way for an open-to-the-public organization meeting, with election of officers and executive board. Membership should be open to all consumers without discrimination.

NONPARTISANSHIP in everything except their main functions—protecting the interests of consumers—will be the rule for the new councils. In certain communities there are already organized groups whose programs touch in some respects upon consumer problems. The council, to strengthen the movement generally, will seek to coordinate the consumer activities of local consumer and producer cooperatives, credit unions, consumer clubs, women's clubs, trade unions, and farm organizations.

WHEN State or municipal laws affecting the consumer interest are passed, or when prospective laws are being considered, local coun-

Simple but fundamental is a consumer group's first lesson in the importance of label reading.

cils may forward them to the Legislative Section of the Consumers' Project for analysis and advice. Councils may also acquaint the Consumers' Project with other local consumer information and problems bearing on its work.

EDUCATION, keynote of consumer protection, should be one of the important duties of any consumers' council. There are a number of ways in which to set up an effective program. Councils may provide an information service where consumers may come for all sorts of data on consumer problems. They may also sponsor meetings, public forums, study groups, radio programs, exhibits, and institutes. They may organize a Speakers' Bureau, publish a news sheet, persuade schools to give courses in consumer problems, set up consumer bookshelves in the public library, or edit a consumer column in the local newspaper. They may serve also as distributing centers for consumer literature issued by various governmental and private agencies.

PROTECTION of consumer interests would include certain other specific tasks. For example, a consumers' council might well distribute information concerning cooperatives, help existing cooperatives, and encourage formation of new ones. The council would also offer advice on intelligent buying and budgeting, would explain the consumer's view on advertising and salesmanship, and would conduct a buying service for consumers who wished to take advantage of available information.

REPRESENTATION on public bodies like bureaus of weights and measures, public-utility commissions, and city marketing boards, might be another type of service for councils to render their communities. Such groups, directly concerned with the consumer's interest, make important decisions affecting his well-being.

HIGH PRICES and unjustifiable price rises would also furnish material for study by the council. In case the price of a certain product was found to be unjustifiable, the council would throw all the weight of its publicity and educational program into action, in an attempt to get the price reduced. The individual

Play facilities for children under the head of enterprises for consumers' councils, as outlined by the Consumers' Project of the Department of Labor.

consumer, working by himself, could probably do nothing at all to remedy such a situation. But an organization of consumers is in a position to make its voice heard.

CONSUMERS should always consider the whole community. Fair prices are an obvious concern of consumers who seek to maintain and increase consumer purchasing power. Nevertheless, lowering prices at the expense of wage standards and acceptable working conditions can defeat that objective.

HIGHER standards of community health and more adequate health care may also be encouraged by consumers' councils. Action may consist in sponsoring a public-health clinic, a cooperative hospital, or a hospital insurance plan. Councils might, if they chose, urge that medical care be in some way provided for patients unable to pay. Councils may investigate local housing facilities, and advocate low-cost housing programs. Councils will also be interested in developing the cultural and recreational life of the community, and will support movements for establishing parks, playgrounds, community centers, libraries, theaters, and musical centers.

ACTIVITIES in behalf of the consumer call for a certain expenditure of money. Who is to foot the bill? The money should come from the community, for protection of consumers in that community. Government funds are not available for the activities of local councils, and even if they were, use of them would deprive councils of local independence.

FUNDS will be needed to pay for rent and other office expenses, and for salary of an executive secretary, if this officer is to be on a salary basis. Money can be raised through a small membership fee, through individual contributions, or through a substantial subsidy by individuals especially interested in the council's program. The council should be careful, however, to accept no subsidy that commits it to a program contrary to the consumer's interest, or to activities not strictly in line with the general purpose of the organization.

COMMUNITY entertainments or other programs at which an admission is charged provide a source of funds. An outstanding speaker might be willing to contribute his services for such an occasion; or an orchestra or dramatic group might be invited. A limited amount of extra office help and personnel might be secured locally through the offices of the National Youth Administration, the WPA, or the Federal

Writers' Project. In some cases, councils already in existence have found it possible to secure office space by donation. Other donations have included desks, chairs, typewriters, and other office equipment. Operating expenses will be kept to a minimum if help of this sort can be encouraged.

CABINETS of coworkers to assist the council's secretary in directing council activities might be organized when the council's work expands, and the executive secretary needs help. Such cabinets might include county agents, librarians, teachers of home economics, and officers of various associations which have consumer interests.

ADVICE on programs and other matters of interest to all councils will be furnished such consumer organizations by the Consumers' Project in Washington. Such advice is on a may, not a must basis. Councils are free to accept or reject the suggestions as they choose. The project will send out at least two field representatives to assist existing councils and organize new ones, and will furnish speakers on consumer problems.

Important aids to consumers are the demonstrations in the preparation of food given at booths set up in city markets by New York City's Department of Markets.

NUMEROUS other activities in behalf of the consumer, besides the promotion of consumers' councils, are a function, under Presidential mandate, of the Consumers' Project. It conducts research to discover whether certain important industries are providing the consumer with enough of the goods he needs at a price he can afford to pay. If the answer is "No", the Consumers' Project tries to determine how the situation can be improved. A legislative section analyzes pending consumer legislation; a standards section studies and distributes information on consumer standard sand grades. An information section answers general queries on consumer problems. Local consumers' councils will have access to all of these services and activities.

ENTIRELY democratic in organization and in policy, typically American in spirit, consumers' councils, the Consumers' Project hopes, will become important civic, educational, and economic elements in the Nation's community life.

SPECIFIC ADVANTAGES have come to consumers through past activities of local consumers' councils. When retail prices were climbing up in 1934, some councils sponsored consumers' interests before their local merchants. Other councils worked out food costs at various diet levels, to aid families with varying incomes. Some urged more thorough enforcement of weights and measures laws, and advocated a higher sanitary rating for milk. Others studied the possibilities of Government grading of meats and other foods. Information on costs of food and other commodities, gathered by various councils, was used in many ways for the good of consumers. From these data, a personnel manager computed budgets for wage earners; a labor leader found material for arbitrating a wage dispute; and a school board gathered enough facts on which to base its case in urging a salary increase for teachers.

On The Trail of Vitamin Values

How Vitamin D took its place in the theory of health-promoting vitamins; fourth in a series of stories of animals on the trail of vitamin values.

ANIMALS play smaller roles in the story of Vitamin D than in other parts of the saga of the search for the secrets of those mysterious stimulators of human health—the vitamins. Observation of human beings stirred scientists to the quest of the most remarkable of all vitamins—Vitamin D. Only in the later stages of follow-up, check-up, and exact measurement, are the animals taking their place as first assistants to researchers in such fact-finding spots as the Nutrition Studies Laboratory of the Bureau of Home Economics.

LONG YEARS of trial-and-error treatment of rickets dragged on before science took time from more fatal but less miserable and deforming ailments and discovered connections between such oddly assorted things as climate and defective bones, sunshine and cod-liver oil.

RICKETS they knew was a disease in which the bones lack calcium, and so the obvious answer, they thought, must lie in diet. Yet they knew, too, that feeding babies calcium was often not enough to cure their misshapen heads, bowlegs, and pigeon breasts. Even though rickets was called the "English disease" it was not till 1890 that a doctor wondered if it might be no coincidence that London, with only 1,200 sunlit hours a year, was so notably afflicted, and that almost every child had rickets in Glasgow, where the sun shines only a little more than a thousand hours in the year. That doctor's curiosity sent him scouting for information in sunny countries. He found that children in China who played naked in almost constant sunshine were free from rickets in spite of living conditions that were otherwise appalling from all former points of view. Gradually facts from all the world came together and showed uncontradictably that the foggier, cloudier, smokier, more crowded the place where children lived, the more they suffered from rickets, and that no matter how low their standards might be in other ways, they were free from rickets if they spent big proportions of their time unclothed in sunshine.

RESEARCH raced from that point forward. X-ray showed doctors that rickets was a commoner disease than anyone had thought, that a big proportion of all babies in temperate climates had at least a touch of rickets. Soon science had charted the "seasonal tide" of phosphorus in the blood, and the curve showing the proportion of this important bone-building material in the blood followed the same ups and downs as the curve showing sunshine time during the year. It began to look as though sunshine, in doing the same mysterious job of stimulating the body to use food materials it needs, was puting itself into the class of the newly discovered vitamins.

Children in many schools get daily sunbaths to keep up their quota of Vitamin D.

MEANWHILE Vitamin A had been written in large letters on the books of science. Researchers had found cod-liver oil was a rich source of Vitamin A. This same cod-liver oil could make bones develop as they should in animals which were getting diets very low in calcium. And sunshine on a tiny spot on an animal's body for ten minutes three times a week could work the same miracle. They added these facts up and got the answer that it was Vitamin A in both sunshine and in cod-liver oil that stimulated the body to make use of all its available calcium and phosphorus to make good bones. That answer was wrong. Proof that the new sunshine vitamin was not the same as Vitamin A, even if it sometimes turned up in the same food, came in two ways: In one experiment the Vitamin A part of cod-liver oil was destroyed, yet cod-liver oil still cured rickets in rats. In another, "matched" rats were all fed the same diet, which was short on Vitamin A. Some of the rats got the benefit of sunbaths. The others were "controls." If sunshine could take the place of Vitamin A, the irradiated animals would stay healthy longer. They did not. They showed their Vitamin A deficiency, and they showed it even more quickly than the "controls" showed theirs. The new vitamin apparently helped the animals to use up their Vitamin A supply sooner, but did nothing about providing a new supply.

ARTIFICIAL sunlight added its push to the possibilities of placing the new vitamin. One discovery in 1924 did the trick of tying together all the assorted things that could accomplish the same result in bone formation; direct sunlight; cod-liver oil; diet carefully

Sunshine is Number One on the nutritionists' preferred list of providers of Vitamin D.

balanced as to calcium and phosphorus; and ultra violet light. All at once from two different laboratories came the discovery that meat from irradiated animals could cure rats with rickets, while meat from animals that had not been irradiated could not. From then on, it was fast going, up to the day when a substance called ergosterol was made to take such a "charge" of the sunlight vitamin by irradiation that five-millionths of a thousandth of one five-hundredth of a pound each day could cure a rat of rickets. That is as close as anyone has come to making Vitamin D, but it is pretty close. It is the ergosterol in human skin that makes it possible for sunlight to produce Vitamin D in human beings.

MEASURING Vitamin D is done in terms of "rat units." Young rats which have developed quick severe cases of rickets on a standard diet that has all the calcium needed as building material but not enough phosphorus and Vitamin D to promote the calcification, get measured doses of the food being tested for Vitamin D. One unit of Vitamin D is the amount which will make it possible for the researchers to see within 6 to 10 days, by a certain kind of examination, a "line" of freshly deposited calcium across the head of one of the animal's bones.

STUDIES go on all the time to push the limits of knowledge of Vitamin D into wider and wider circles. The problem of teeth decay, which troubles America more than countries farther south, links up to the problem of rickets. Vitamin D promises to be at least part of the solution. With the lessons learned from bringing on tooth troubles and rickets at the same time in rats and puppies by means of diets short on Vitamin D, doctors have been able to bring down the number of dental cavities or "caries" in school children by adding Vitamin D to their diets.

SUNSHINE of course can't take the place of food. Scientists describe the job of Vitamin D as "phosphorus-mobilizing" and "calcium-depositing." But it has to have some phosphorus to mobilize and some calcium to deposit.

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Some of Washington's recent visitors: 4–H Club members raising the flag over their tenth annual encampment on the banks of the Potomac.

Consumer-Farmer Briefs from Washington

LIVING COSTS in May moved up approximately four-tenths of one percent from their April level, while national nonfarm income as a whole was about 4½ percent larger in May than in April. Factory pay rolls showed a gain of approximately 2 percent in May as compared with April. Factory pay rolls and farm income for May were the highest since 1930.

COST of food in the worker's family budget pushed up slightly more during May than did the cost of other items. Food costs increased about eight-tenths of one percent in May.

FOR EVERY dollar which workingmen's families had to spend for living costs in the base years 1924 to 1929, they had to spend 80.5 cents in May 1936, as compared with 80.4 cents in May of last year, 73.3 cents in May 1933, and 98.1 cents in May of 1929.

NATIONAL nonfarm income, which excludes agricultural income, was 10 percent larger in May of this year than in May a year ago, and 27 percent above May 1933.

FACTORY workers ordinarily represent about one-fifth of the total nonfarm working population. Their income in May of this year was 13 percent larger than in May 1935, and 45 percent bigger than in May 1933. Factory pay rolls in May 1936 were still 30 percent below the 1929 level.

PAY-ROLL figures refer only to employed workers. Employment in all manufacturing industries gained eight-tenths of one percent in May compared with April, and a 4 percent gain over May 1935.

FARM income also climbed up during May. Cash income from marketings in that month was $521,000,000 compared with $485,000,000 in April, and with $483,000,000 in May last year. In addition, Government benefit payments in May totaled $51,000,000 compared with $38,000,000 in April, and with $36,000,000 in May 1935. Cur-

[Concluded on page 23]

Foods for a hot month

Lucky breaks for July consumers lie in the fact that the best foods for summer nutrition come to market in largest quantities at a time we need them most.

LAZY APPETITES make the hard job of meal planning and marketing more difficult in a season when any job seems much too hard. Tastes are finicky and families are hard to please when the thermometer hits the upper register.

FATIGUE, according to nutrition specialists in the Bureau of Home Economics, is the secret of the lazy hot weather appetite. And back of this fatigue lies a reason with its roots in nutrition. Two million glands operate at full tilt in summer weather to keep our temperature down to normal, by a natural cooling system of perspiration and evaporation. In the course of this cooling much water is lost, but that is not the whole story. With the water go some of the important elements of the blood. Unless special reinforcements are rushed in to take their place the blood suffers a sort of starvation. Hence fatigue. Hence loss of appetite.

MINERAL SALTS are the main elements food must give back to the blood in hot weather. Chief of these is common table salt. Research has shown that one of the quickest, most effective pick-ups for hot weather doldrums is a little salt in the glass of drinking water. Too much of anything, even salt, is too much, but experiments with extra salt on food where you like it are okayed by nutrition experts as hot weather measures.

OTHER MINERALS necessary to make up for cooling-system losses go into the menu by way of fresh green vegetables and fruits. But whether one should boost one's intake of these foods depends upon how much one has been eating. To those whose diet is ideally balanced in the winter time, nutritionists do not suggest much change for summer days. But, judging by the figures showing people's average eating habits, not many do achieve this ideal balance. Most of us go short to some degree on these fresh foods when weather is cool and prices are high.

TO AVERAGE consumers who take advantage of the low-price months to enjoy more greenery and fruits, the nutritionists address special messages. One is to remember that in dietary matters extremes are dangerous. The fact that July is the berry month does not equip our digestion overnight to cope with a diet of berries alone. All the same, even reasonable increases in these seasonable foods do change the proportions in the diet to some extent and raise the question of compensating decreases in other types of food.

WHICH FOOD to cut down as you increase your share of the mineral-rich leafy vegetables and fresh fruits is a question many consumers ask. The answers grow out of each family's past habits. What to cut down on depends on what foods have been used to fill up the chinks. One family may find that fruit desserts take the place of other sweets. That seems a wise adjustment in view of America's customary eating habits. Another place where reduction is not likely to damage the average American is in the classification of fat, always remembering to keep a sufficient quota of those fats that carry vitamins—butter and cream. What to do about the doctor's orders to cut your meat consumption in summertime depends too upon each family's situation. Digesting a surplus of meat does put a burden on the body, especially in hot weather, but the decision on whether or how much to cut must rest in each family on past performance, present budget, and individual taste.

CHOICE of fruits and vegetables is wide all summer. July is the top month for volume of many of these foods at the average city market. Of the vegetables, lettuce and squash reach their peak supplies in July, while string beans, peas, beets, cucumbers, and tomatoes are still going strong from their earlier highs, and corn and lima beans are climbing steeply to their August point of high supply. In fruits, July is the berry month and the melon month. Other months are insignificant compared with July in matters of blackberries, raspberries, blueberries, gooseberries, and currants. Watermelon almost always reaches its sharp peak in July, sometimes accompanied by biggest supplies of honeydew melons, cantaloups, and honeyballs, sometimes by not quite such big supplies of these melons as August brings. Apricots and avocados, too, make their modest best bid for consumers' attention in July. Of those meats which show seasonal ups and downs, friers and broilers and ducks are riding up into their big seasons, and lamb and veal of the choice tender types are still plentiful on the market. This year the bulk of spring lamb supplies, due earlier but delayed by weather, will swell their usual volume in July. Butter shrinks very little in July from June abundance, but June 1 storage stocks of butter this year were only 2/3 of normal and the seasonal rise in prices will be more pronounced. Cheese is likely to hit a seasonal high in supply and low in price in July.

ALL FRUITS and vegetables make contributions to our quota of minerals and vitamins as well as to our calory intake and to our necessary complement of fiber "roughage." Research has not checked each detail for each food, and the outer limits of discovery have not been reached in knowledge of the benefits consumers get from a lavish variety of these "protective" foods. But some of the special known contributions of the foods that come to market in top quantities in July are listed here.

RASPBERRIES rate as an "excellent" source of Vitamin C, one of our guardians against tooth and gum troubles, lack of appetite and fatigue. Along with Vitamin C they offer a good supply of iron, necessary for healthy blood. Currants and gooseberries have so far been rated only for their excellent supply of Vitamin C. Blackberries and blueberries rank only fair in Vitamin C, but rate along with raspberries as good sources of iron, and add the further recommendation of Vitamin A for general wellbeing and resistance to certain infections; with blackberries listed as "good" and blueberries further down the scale at "fair."

ALL BERRIES call for the same general buying care. If they are plump, fresh-looking, bright, clean, dry, and the right, solid, full color that goes with their type, your chances are good. The danger points are dull color, softness, mold, and the wet leakiness that shows by stains on the container. Raspberries or blackberries with their caps still attached are likely to have been picked too green. Huckleberries and blueberries may be any color from blue to purplish or bluish-black. Though most people use the names interchangeably, the difference between the two types of berries is the prominence of the seeds of the huckleberries as compared with the small-seeded blueberries.

WATERMELONS rate only fair for each of Vitamins A, B, C, and G, and do not rank high enough in minerals to get a rating there. But two reminders brighten the watermelon nutrition picture: One is that a wide variety of vitamin values is a special value in itself. The other reminder is that all these values are based on weight. An ounce of watermelon may not give us as much Vitamin C potency as an ounce of raspberries, but we never limit ourselves to an ounce of watermelon. When we consider the size of the usual watermelon serving as compared with other fruits we may revise our estimate of the values we get at one sitting.

CHOOSING watermelon, when professional graders do it, is a matter for the eye alone. But their advice to consumers without the benefit of their ability to judge a melon by subtle shades of coloring, is to have the melon plugged and judge it for yourself. The biggest melon in sight is likely to be the best, and for consumers who are irrevocably addicted to the thumping method they suggest listening for a hollow sort of "clunk." Black seeds and white seeds can both mean good melons, and equally impartial are the experts in the Bureau of Agricultural Economics on the question of shape. The long dark green "Tom Watson" is good, but so is the small round striped "Cuban Queen."

CANTALOUPS, honeydews, and honeyballs, with much the same type of food value, have not yet found separate pigeonholes on the food value chart. There they get the quadruple distinction of a good rating for Vitamin A, fair for Vitamin B (the "appetite" and antineuritic vitamin), excellent for Vitamin C, and fair for Vitamin G.

BUYING RULE for muskmelons and honeydews is to feel for the soft spot at the blossom end. Hard at that end, your melon will show too strikingly its relationship with the cucumber which we prefer in the immature state. Grading experts in the Bureau of Agricultural Economics are inclined to doubt the truth of the old wives' tale that honeydews can be selected on the basis of a delicious fragrance. Their tip to the consumer of honeyballs, equally near relative to cantaloup and honeydew, will be welcome to those who have not learned the secret of buying this comparatively new fruit. They say pick the honeyball you think is too ripe and you're likely to get a perfect one. Don't be afraid of spots on the surface. A ripe honeyball should be soft to the touch— not just on the blossom end, but all over.

APRICOTS take a minor place on the menu of consumers in most parts of the country. Though apricots rank as excellent for Vitamin A, and good for Vitamin C, they present such problems in transportation that only those consumers who live near where they are grown may eat them tree-ripened, and those picked when immature arrive at market minus much of their flavor. Fully ripe apricots are plump, fairly firm, and a golden yellow, with juicy flesh. Spot the green ones by their greenish yellow, their hard flesh, and perhaps some shriveling. With such a perishable fruit, the slightest bruise may mean much waste. Decay shows up in softness to the point of mushiness, and a dull dead look.

LETTUCE is a fair source of Vitamin B, and if it is the green kind it ranks as excellent for Vitamin A, and good for Vitamin G. It is a fair source of iron, and a good source of calcium for bone-building. Head lettuce on the market should be fresh, crisp, tender, and fairly firm or hard. Watch for decay, and for seed stems which mean that the lettuce has passed its days of best flavor. Damage that does not go too deep may often mean bargain prices on lettuce with little waste.

SQUASH varies with the variety as to food value. The yellow kind is excellent in Vitamin A supply. Both the yellow rough-rind variety and the white disk-shaped cymlings should be fresh, fairly heavy for their size, and with a tender, easily punctured rind. Check for bruises or injuries to make sure they do not go too deep for the price you pay.

SUMMER MARKETING calls for more wariness than marketing in winter. Heat speeds up all the natural processes that the cool weather helps to delay. Lettuce wilts more quickly, peas lose their sugar faster, everything is subject to quicker decay. This is partly balanced by the shorter trip some foods have to make in summer when they come by truck from nearby gardens, but care is necessary all the same.

CARE after buying, too, becomes a follow-up necessity in hot weather. Meat and milk particularly need special precautions against spoilage. And of course all food deserves protection against the germ-carrying hot-weather fly. For detailed assistance in keeping your food safe all year around, see "Care of Food in the Home", published by the Bureau of Home Economics, for sale at 5 cents a copy, by the Superintendent of Documents, Washington.

Purchases of the surplus corporations changed many million pounds of dry skim milk from "surplus" on the books of the dairy industry to needed food for undernourished people.

SALVAGING

Major tasks of AAA have centered in bringing about a better balance between production and consumption of agricultural products. What the Federal surplus corporations have done to help along the way is told here

DOUBLE-ACTION relief—relief that helps farmers at the same time it helps consumers—has lifted off the market nearly 2 billion pounds of price-depressing surpluses of farm products and carried them to the kitchens of underprivileged consumers.

TWO and a half years' work—by the Federal Surplus Relief Corporation, later called the Federal Surplus Commodities Corporation—has rolled up this record. Through this nonprofit organization, the Government has been adding to the diet of consumers dependent on Government aid for the barest necessities some of the foods whose very abundance has been a hardship to farmers.

FARM commodities turned over to consumers by the Corporation each month during 1935 reached from 50 to 90 percent of the 4 to 5 million families certified on the relief rolls.

LATEST reports show that between October 1933 and May 1936 the surpluses distributed

Food that once was heavy on the hands of farmers, dragging prices down below loss levels, arrives at destinations made possible by double-action relief purchases.

SURPLUSES

by the Corporation included 922 million pounds of meats, meat and fish products; 162 million pounds of dairy products; 548 million pounds of fruits and vegetables; 334 million pounds of cereals; and large quantities of miscellaneous items of food and clothing. (The accompanying table gives a more detailed account.)

"AGRICULTURAL SURPLUS" means a glut on the market, too much at once of a certain product which farmers cannot sell at a fair return. Such a surplus may be local, regional, national, or international. It may be temporary, as in the case of a highly perishable food, like strawberries; or it may be chronic, as in the case of a several years' piling up of excess supplies of cotton or tobacco. A surplus might also be a purely seasonal affair, involving only special types or grades of certain commodities.

SPECIAL conditions arise in case of drought. During the drought of 1934 the AAA purchased millions of head of cattle and sheep and turned them over to the Corporation for distribution. Thus animals which would otherwise have died and been a total loss to their owners were turned into a benefit for needy consumers. The Corporation gave some of the cattle to the Resettlement Administration and the Bureau of Indian Affairs for rehabilitation purposes. Other animals went to processing plants and appeared the next year as so many million pounds of canned beef and other meat products.

OTHER CAUSES of surpluses are many and varied. Especially fine weather may bring large per-acre yields and encourage acreage expansion. Unless consumer purchasing power picks up correspondingly, a surplus may result and hopes for wider sales at good prices soon vanish. Then the farmer is left holding the bag overflowing with more goods than he can dispose of at a reasonable figure, and prices begin to tumble.

REMOVING a surplus of any farm commodity helps to lift the price of that commodity. It prevents waste and spoilage, adds to the farmer's income, encourages healthier appetites among those who are most in need of extra food, and reduces hunger and malnutrition. It helps farmer and consumer alike. This is relief that does double service; it works two ways.

SUCH a program has been carried on by the Surplus Corporation. Under certain condi-

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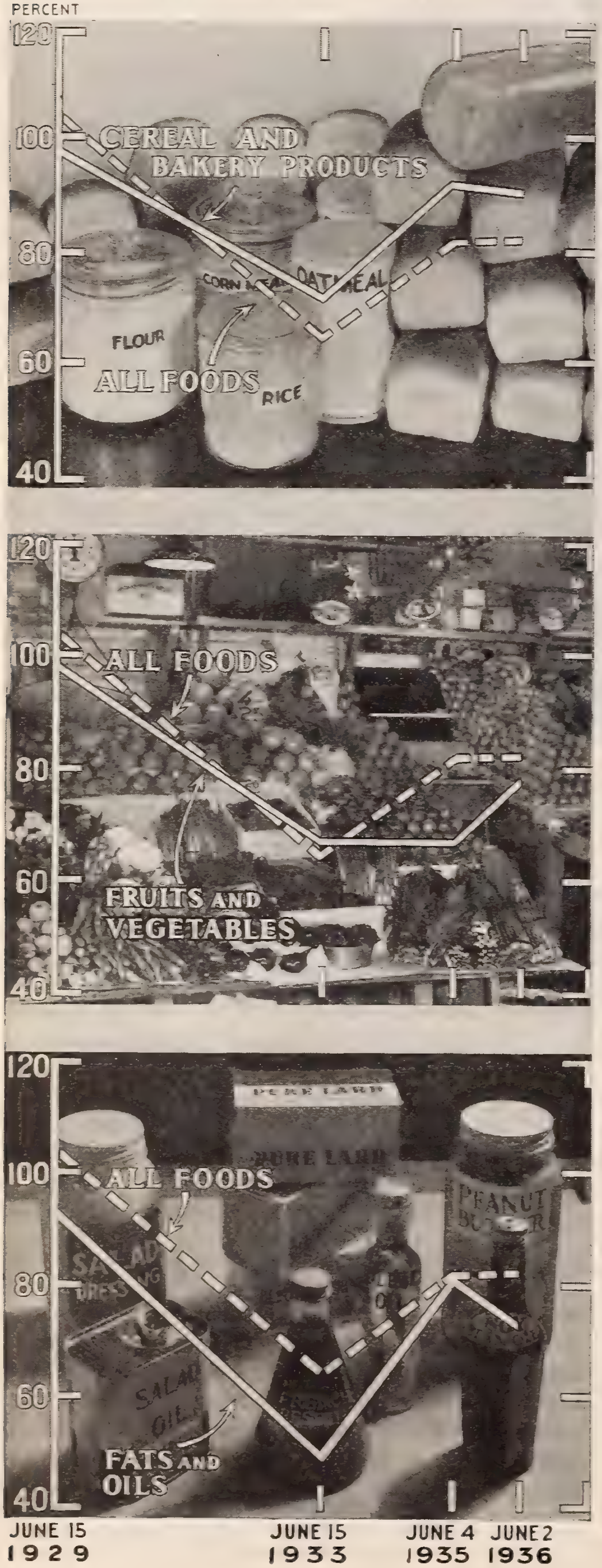
A PERSPECTIVE OF FOOD COST CHANGES
1923-1925 = 100



Your Food Costs

RAPIDLY advancing potato prices were the major factor in pushing retail food costs on June 16 to their highest level since April 1931. From May 19 to June 2 food costs went up about 3 percent and in the following 2-week period they advanced 2 percent. Both of these increases were unusual for this time of the year when consumers' food costs usually go down or register only slight increases. The major cause of this unusual increase has been unfavorable weather conditions, which have decreased production, or delayed marketing of farm products this year. Potatoes have a heavy weighting in the index with the result that a 1.5-cent increase in retail price more than offset other price declines and caused most of the recent rapid increase in the general average of retail food prices.

FRUITS and vegetables led the advance of prices during this 4-week period with potatoes responsible for most of the group increase. Cereals and bakery products, beverages, and fats and oils all declined by small amounts; meats and sugar went up less than 1 percent; dairy products advanced more than 1 percent; eggs made a seasonal gain of almost 6 percent; while fruits and vegetables as a group jumped more than 21 percent during the 4 weeks.

NOT only does the fruit and vegetable group chiefly account for the recent increases, but the same fact stands out when the June 16 averages are compared either with the high point reached on December 31, 1935, or with the indexes of 1 year ago. Seven of the eight major classifications averaged lower on June 16 than on the preceding December 31, but fruits and vegetables were up more than 35 percent. Compared with June 18, 1935, all group averages are now at lower levels except fruits and vegetables and dairy products. The former are up 27 percent, the latter 3 percent, over a year ago.

RETAIL potato prices advanced 1.5 cents per pound from May 19 to June 16. On June 2 potatoes were selling at 4.3 cents per pound, while on June 19 consumers were paying 4.9 cents per pound. The latter is higher than any price reported by the Bureau of Labor Statistics since June 1927, and is 131 percent higher than a year ago.

and Supplies

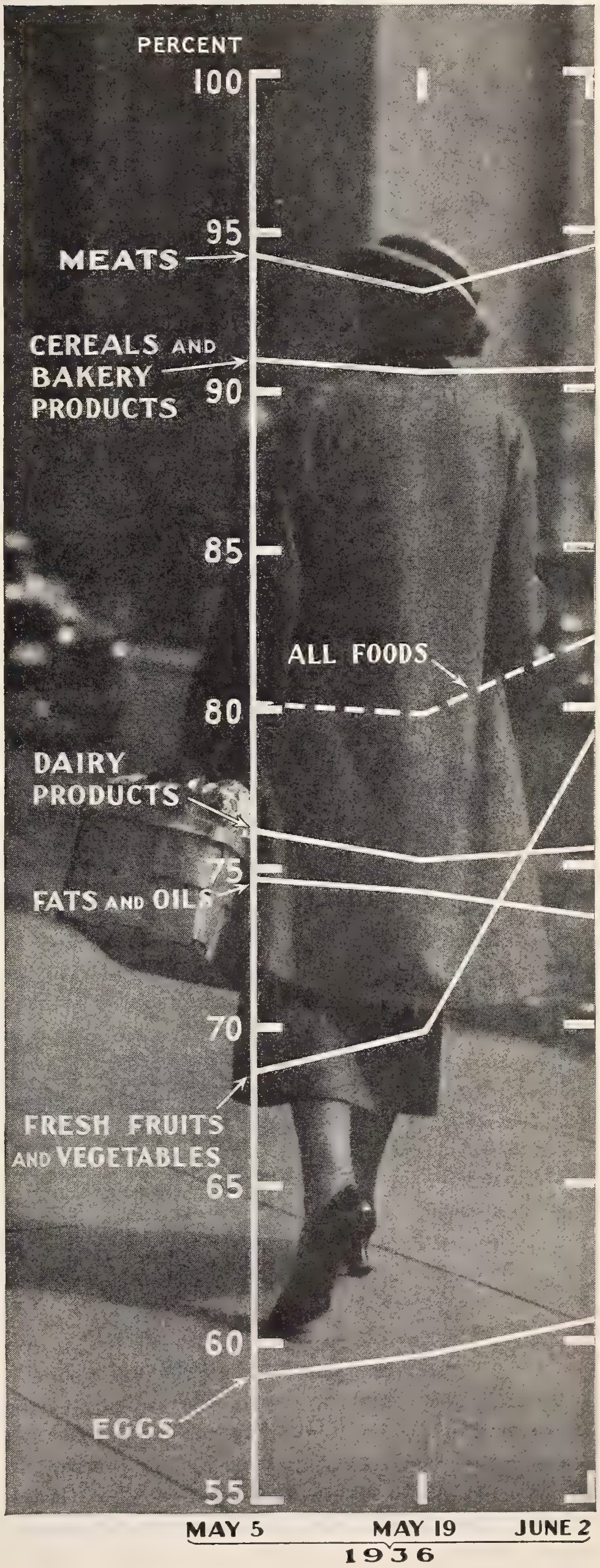
RECENT jumps in potato prices may be traced primarily to weather conditions of last October and this May. Frosts last October decreased the size of the old potato crop, and as a result supplies of old stock have been relatively light since early April. New potatoes were not available in large enough quantities to offset the lower shipments of old stocks. On top of this, drought conditions during May in the important southeastern potato-growing area indicated that new potato supplies during June and July would be only two-thirds as large as in 1935. These two factors combined with a temporary slowing up in new potato receipts, caused potato prices to go skyward the latter part of May and early June. A shift in the proportion of quotations on old and new potatoes included within the price averages is also in part responsible for the recent increase. The increased prices of potatoes cannot be attributed to activities of the Agricultural Adjustment Administration. Since the middle of June wholesale potato prices have moved downward and prospects are for a continuation of this decline.

HIGHER prices of meats, eggs, butter, and vegetables other than potatoes were also responsible for part of the recent price increase. With the exception of butter, these price changes are normal seasonal movements. Butter should still be dropping at this season but abnormally low storage stocks and reduced production have strengthened the market at an earlier date than usual.

INDEX of all retail food costs as reported by the Bureau of Labor Statistics on June 16, were 83.8 percent of the 1923-25 average. The index was slightly higher than costs on December 31, 1935, which, consumers will remember, marked the peak in the upward movement in food costs that began in March 1933. On June 18, 1935, the index of food costs was 81.5.

INCREASED farm prices accompanied higher retail prices. From mid-May to mid-June, primarily due to higher potato and hog prices, the index of farm prices advanced 4 points to 107 percent of its pre-war average. On June 15 potatoes were selling at 136.6 cents per bushel at the farm, compared with 87.1 cents on May 15, and 40.4 cents on June 15, 1935. Eggs, apples,

A CLOSE-UP OF FOOD COST CHANGES
1923-1925 = 100



citrus fruits, and butterfat were the other foods to increase in price at the farm, while cattle, wheat, sheep, and lamb prices declined.

POTATO prospects for July have been improved by drenching June rains in the southeastern States and Long Island areas. The present light supply situation should be alleviated as soon as shipments from the intermediate producing areas begin to move in volume in July. During the third week of June, new potato shipments were materially larger than in the corresponding period in 1935, with heavy shipments from North Carolina, and Virginia supplies just beginning to come to market.

LETTUCE and tomato supplies reach their peak in July. Summer tomato harvest is now under way, and this year's crop appears to be slightly larger than in 1935. Harvest of summer lettuce in California commences in July, and while no production estimates are available, acreage is expected to be as large as last year. Local tomatoes and lettuce move in volume in July, augmenting the more distant supplies.

CABBAGE and lettuce were the only other vegetables besides potatoes to exhibit large retail price changes during the 4-week period. Lettuce advanced 0.4 cent to 7.8 cents per head on June 2, and on June 16 it was selling at 8.5 cents per head. Cabbage showed little change in price until June 16 when it was 1.3 cents per pound higher than on June 2. Part of the recent increase in cabbage prices may be attributed to the drought, which caused production in the areas shipping mainly in June to drop 22 percent below 1935. Local cabbage comprises the bulk of supplies in July, and this should mean lower prices. On June 16 lettuce was 6 percent higher than a year ago while cabbage was 48 percent higher. Green beans registered the only price decline among fresh fruits and vegetables, dropping 1.5 cents per pound from June 2 to June 16.

FRUIT prospects on June 1 indicate a rather light peach and apple crop but close to average supplies of pears, apricots, plums, and cherries. Smaller production of the first two is due mainly to low winter temperatures which killed some trees, and to late spring frosts which destroyed fruit buds. California fruits have been maturing 10 days to 2 weeks ahead of last year but 1935 was a year of later than usual development.

APPLES and oranges registered the major retail fruit price increases during the 4-week period. The apple price advance of 0.6 cent per dozen occurred from June 2 to June 16. New apples are now coming in market but supplies have not been heavy enough to offset the sharp decline in old crop receipts. Orange prices increased seasonally from 32 to 34.1 cents per dozen from May 19 to June 2 and on June 16 reached 34.7 cents per dozen. Retail prices of lemons went up from May 19 to June 2 but a price decline in the following 2 weeks brought the price almost back to its old level. Apples are now selling at 20 percent below last year's level, while lemons are 54 percent higher.

EGG PRODUCTION declined seasonally during June but the rate of decline was smaller than usual due to moderately cold weather in most of the important egg production areas. With the coming of hot summer weather and the usual culling of flocks, sharper declines may be expected. While production should continue larger than in 1935, the excess is not expected to be as large as during the past few months. Egg supplies during June were larger than a year ago, receipts in major markets during the first 3 weeks being 10 percent above the same period in 1935. Storage stocks are still below last year's level.

EGG prices to consumers advanced seasonally 0.6 cent to 31.6 cents per dozen from May 19 to June 2. The increase from June 2 to June 16 was 1.2 cents per dozen. Eggs are now retailing at 5 percent below a year ago. Slightly larger price increases may be expected during July and due to low storage stocks there is a possibility that late summer prices may be above last year's level.

POULTRY receipts during the rest of 1936 probably will continue to exceed 1935 shipments. Commercial hatcheries report a 24 percent increase over 1935 in the number of salable chicks hatched from January through April. Poultry prices usually move downward until the end of the year when receipts reach their peak.

BUTTER production apparently has reached its seasonal high point for 1936, and monthly production should now decline until the end of the year. The amount of the decline may be larger than anticipated if drought conditions continue and spread to other areas. Pastures are the main source of feed for cows during the summer. Up until the last week in June, pastures in the most important dairy producing areas had not been seriously affected by the drought. Pasture conditions are poorer than in 1935, but this deficiency has been offset by larger supplies of feeds at lower prices. Due to the fact that butter production reached its peak in July last year, 1 month later than usual, butter production this summer is expected to be lower than in 1935.

RETAIL butter prices went up 0.4 cent to 34.3 cents per pound on June 2 and on June 16 reached 35.8 cents per pound. These advances carried butter prices 14 percent above June 18, 1935. Butter prices usually go down in June when peak milk production is reached and the heaviest movement into storage occurs due to larger butter production. This year wholesale butter prices have been advancing since mid-May and it appears that the seasonal low price has been reached. Two factors tending to push up prices have been an active current demand for butter and low storage stocks. Storage holdings on June 1 were 11 million pounds below a year ago, and were the lowest for June 1 since 1928. With smaller butter production this summer it is likely that prices will continue above their 1935 level.

HOG SLAUGHTER since February has been heavier than a year ago, but the increase in supplies has not been as large as was expected. This condition partly accounts for the failure of expected price declines to materialize. The 1935 fall pig crop was almost a third larger than in 1934, and these hogs should have been marketed in volume starting in May. Slaughter during the next 3 months is expected to be higher than a year ago, but not by as much as one-third above last year's figures. Relatively low storage stocks of pork will tend to offset the effect of this larger supply upon retail prices.

PORK chops and loin roast advanced 2.5 cents per pound from May 10 to June 2, but in the following 2 weeks they lost about one-fourth of this advance. Smoked ham increased seasonally about 1 cent a pound during the 4-week period, with most of the increase coming after June 2. On June 16 fresh pork prices were about 2.5 cents per pound lower than at this time last year. Bacon is about 0.5 cent lower and ham 3 cents a pound higher.

LAMB SLAUGHTER should increase rapidly after the first of July when delayed supplies of spring lambs are expected to be marketed in volume. Due to unfavorable weather and feed conditions, the quality and finish of this year's crop probably will be poorer than a year ago. With more than the usual amount of lambs moving in July and August, price declines should be more marked than a year ago.

RETAIL lamb prices declined from June 2 to June 16 but this change was not sufficient to offset price increases during the previous 2-week period. Leg of lamb and rib chops exhibited the major net increase during the 4-week period. The former advanced about 1 cent to 31.3 cents per pound while rib chops went up 1.4 cents to 39.3 cents per pound. On June 16 leg of lamb was at its highest level since May 15, 1931, and all lamb cuts were about 14 percent above a year ago. Retail lamb prices appear to have reached their peak and price declines should now be expected.

FEDERALLY inspected cattle slaughter from January to the end of May was 13 percent above the same period in 1935. Supplies of better grades of cattle have been much larger than in 1935 and during May receipts of choice and prime cattle at Chicago were twice as large as last May.

RETAIL beef prices remained practically unchanged during the 4-week period. Slight price advances occurred from May 19 to June 2, but these increases were matched by similar declines from June 2 to June 16. Plate beef and liver were exceptions, the former declining 0.5 cent a pound, while liver increased the same amount. On June 16 all beef items except liver were selling at 3 to 5 cents per pound less than a year ago.

AVERAGE retail white bread prices declined 0.1 cent to 8.1 cents per pound from June 2 to 16. Bread is now at its lowest level since June 1934 and 2 percent below a year ago. In Chicago, bakers increased the weight per loaf without a price change, thus reducing consumers' costs.

tions the various State ERA's, and later the States themselves bought up highly localized surpluses which they turned over to the FSRC or, later, the FSCC for distribution to the needy. Farm surpluses from 22 States were handled by the FSCC in this way during the calendar year of 1935. The products included wheat, potatoes, cabbage, peas, apples, prunes, grapes, sirup, and sheep, lambs, and goats.

MOST of the commodities now come to the Corporation through donation by the Agricultural Adjustment Administration, which from time to time has purchased various price-depressing farm surpluses with funds made available to the Secretary of Agriculture by Congress for this purpose. The AAA makes use of the Corporation's facilities for distributing these surpluses to the needy, thus avoiding the setting up of a duplicate mechanism. In 1935 the commodities received from the AAA for distribution by the Corporation included millions of pounds of butter, cheese, milk, and sugar; millions of bushels of wheat and oats; and over 2 million head of cattle and calves.

IN distributing agricultural surpluses to the States, the Corporation first secures from various State agencies current information concerning the number of persons on relief, the supplies already on hand (so that there will be no duplication), and the facilities for distribution. On the basis of this information the Corporation allocates available commodities to the States.

STATES, in turn, furnish the food and clothing supplies to individuals and families certified by State relief agencies as eligible to receive them. Those eligible include people on relief, WPA workers whose families are too large to support on a security wage, people in care of the Resettlement Administration, and persons in care of certain State institutions.

SURPLUS commodities are always distributed on an "over and above" basis. This means that they are given out in addition to, rather than in substitution for, aid the individual is already receiving. Thus the surpluses are effectively diverted from the normal channels of trade. In almost every State, the State relief agency cooperates with the WPA in the actual work of transporting commodities from warehouse to family. Clothing, bedding, and household furnishings produced at first on FERA projects and later on WPA production projects, have also been distributed to the needy through the Corporation's facilities.

AID of this sort has helped to correct a situation in which large numbers of people went without sufficient food and clothing, while large numbers of farmers suffered because they could not sell their products at a fair price. All of the commodities distributed are items of food and clothing which needy consumers otherwise would not have had. In each instance the purchase of a surplus supply helped to overcome a threat of starvation prices for farmers. This is genuine double-action relief, performing a valuable social and economic service.

Some commodities distributed through the Federal Surplus Relief Corporation and the Federal Surplus Commodities Corporation.

Commodity	Unit	October 1933 to June 1936
Apples, dried	Pounds	885,500
Apples, fresh	do	137,597,417
Beans	do	21,948,273
Beef, canned	do	418,479,371
Butter	do	78,224,614
Cabbage	do	44,691,979
Carrots	do	3,192,000
Cheese	do	18,583,321
Eggs	Dozens	1,212,000
Flour	Pounds	240,975,727
Fruit, citrus	do	18,395,675
Jam, Grape	do	3,310,167
Milk, dry skim	do	16,719,784
Milk, evaporated	do	47,026,785
Oat cereal, enriched	do	4,080,697
Oats, rolled	do	17,513,095
Onions	do	29,896,500
Peas, canned	do	396,720
Peas, dried	do	15,000,000
Potatoes, white	do	237,251,485
Prunes, dried	do	34,932,250
Sugar	do	11,500,000
Sirup	Gallons	1,201,730
Turnips	Pounds	1,056,000
Cotton	do	84,216,264
Wool	do	2,013,244
Comforter covering	Yards	63,393,233
Toweling	do	26,695,512

NOTE.—At one time or another the Corporation has also distributed varying quantities of fresh beef, beef tongue, pork sausage, veal, canned salmon, canned mutton, sweetpotatoes, rice, vegetable soup, corn, cherries, figs, cocoa, lard, wheat, oats, barley, hides, blankets, sheeting, ticking, sheepskin coats, coal, coke, jute bagging, paper bags, shipping containers, cattle and calves, and sheep.

CONSUMER-FARMER BRIEFS FROM WASHINGTON

[Concluded from page 11]

rent prices and volume of marketings indicate that farm income during the next 6 months will exceed that of the corresponding months last year.

EMPLOYMENT under the works program dropped from approximately 3,370,000 persons in March to 3,230,000 in April. Total pay rolls were $160,100,000 in March against $157,300,000 in April. Offsetting the decline in the works program, employment at the site of construction on public works moved up from 202,000 persons in March to 260,000 persons in April. Earnings of workers employed on public works rose from $14,000,000 to nearly $18,900,000 in April.

★

FARM equipment manufacturing made substantial gains in 1935, reports show. Production amounted to $331,998,066, almost three times the value of the 1932 production. The first few months of 1936 have shown continued gains. Advance in the farm equipment business means that farmers are spending more dollars. Better business with farmers help city consumers who work in the industrial and transportation fields to earn more money with which to buy food and other farm products.

★

CONSUMERS' interests in Pennsylvania are being safeguarded by a recent warning from the State Department of Agriculture to bakers. That department recently issued a statement warning bakers against placing premiums inside bread wrappers: "Bakers expend large sums in manufacturing and wrapping their products under the most sanitary conditions", its statement reads, "and then undo all the good they have accomplished by bringing the bread in touch with prizes and coupons in the manufacture or preparation of which no sanitary rules have been observed."

★

ROQUEFORT CHEESE has been getting into the news. An old Pennsylvania coal mine shaft, whitewashed, partitioned, and fitted, has been turned into a curing room for cheese. Air forced through the wet shaft by the mine fan keeps the room at 46 to 48 degrees Fahrenheit with humidity near saturation. Caves cut in the damp sandstone bluffs of the Mississippi at St. Paul are also serving as curing rooms. On the Pacific Coast, a mountain farmer uses a curing room literally built in a large spring of very cold water. Water flows under, around and over the room. The water pouring on the roof and over the wall turns a fan to circulate the air inside. These unusual locations all reduce the cost of refrigeration, an important item in Roquefort production.

RESEARCHES of the Department of Agriculture show that the distinctive flavor, appearance, and texture of Roquefort depend more on control of the growth of molds and bacteria than on climate or type of herbage in the pastures. Further researches show that cow's milk, as well as sheep's milk or goat's milk may be used to make Roquefort cheese. Most of the Roquefort hitherto consumed in America has been of the sheep's milk variety, imported from France. (For further information on Roquefort cheese, see page 13 of the CONSUMERS' GUIDE for September 30, 1935.)

ON THE TRAIL OF VITAMIN VALUES

[Concluded from page 10]

So even though more special attention may be called for to make sure of this important vitamin, the rule of choosing a diet based on a wide variety of foods still holds good.

RICH SOURCES of Vitamin D are rare in nature. Richest is fish-liver oil, which is still the choice of most pediatricians for supplementing the baby's diet the year around and the older child's diet in the winter months. It gets preferred position partly because of the extra Vitamin A it offers along with Vitamin D.

IRRADIATION has become one of the highlights of modern food manufacture. Thousands of articles are irradiated and sold for fancy prices. Experiments have yet to prove how much Vitamin D is needed for people who have passed the first 2 danger years of rickets. Many authorities think that grown people need no more each day than what is found naturally in a well-balanced diet. They say that enough Vitamin D for an average adult each day is included in the breakfast egg yolk. Summer eggs or eggs from specially fed or irradiated hens are richer in Vitamin D.

BEST advice from the nutritionists for people who want to keep bones and teeth in good shape is to get plenty of sunshine in judicious doses, and eat a wide variety of food, including plenty of milk, eggs, butter, and fresh green vegetables, with any additions of fish-liver oils or irradiated foods the doctor may advise.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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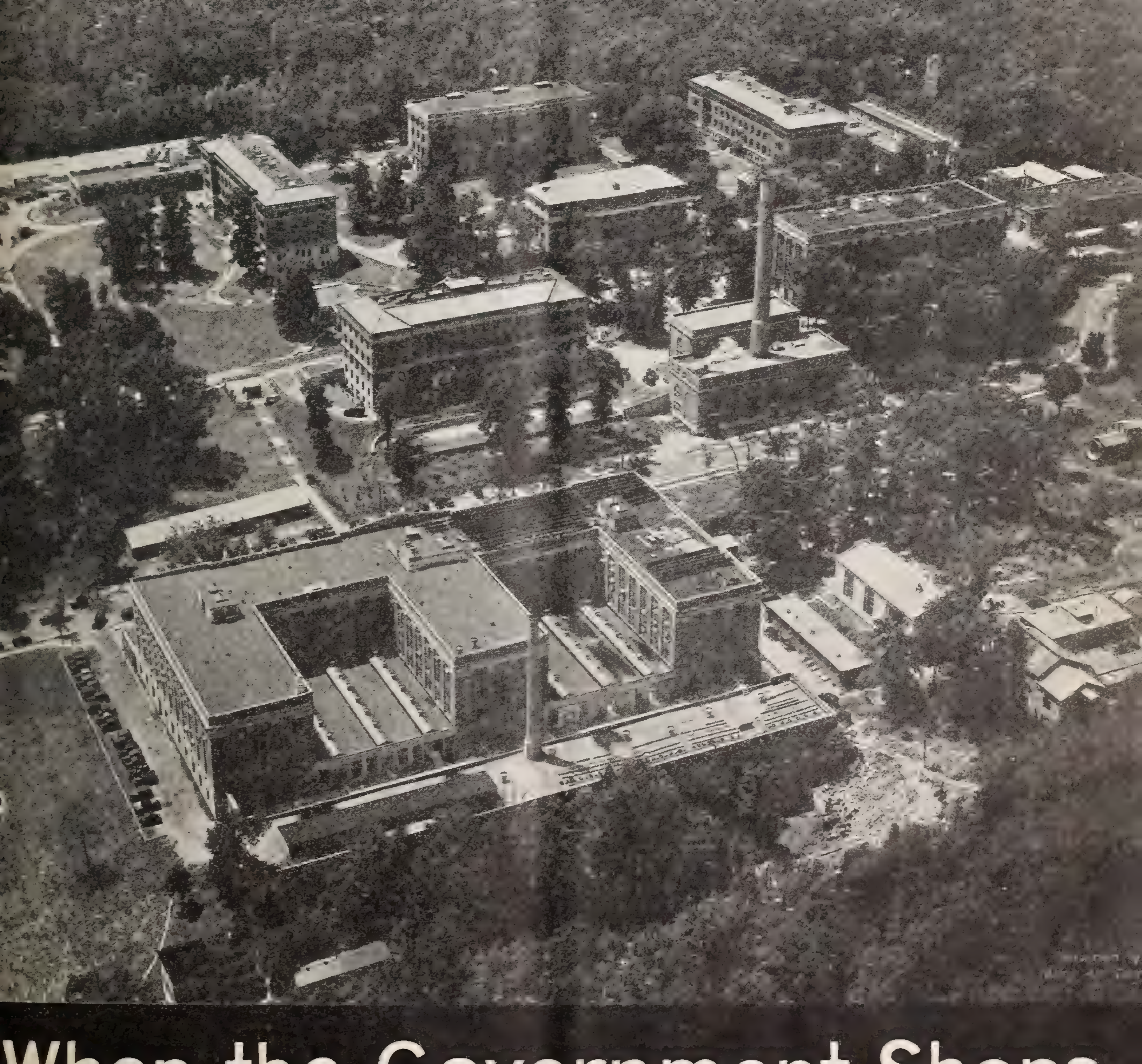
Consumers Guide

VOL. III, No. 13
JULY 13, 1936



When the Government Shops

> "The more deeply the roots of cooperation are planted in the soil of America, the more surely will our American system be kept insulated against the inroads of un-American organizations and institutions."
>
> H.R. Tolley,
> AAA Administrator

WHEN the steamship "California" set sail on July 1, it carried to England the members of an official "Inquiry on Cooperative Enterprise in Europe." Heading the delegation, appointed by President Roosevelt, is Jacob Baker, Assistant Administrator of the Works Progress Administration. Other members are Charles E. Stuart, consulting engineer of New York City, and formerly vice president of the Export Import Bank; and Leland Olds, executive secretary of the New York State Power Authority. Associated with the members are two outstanding farm leaders, nominated by Secretary Wallace: Clifford Gregory, editor of the "Prairie Farmer", Chicago, and Robin Hood, secretary-treasurer of the National Cooperative Council. Women's part in European cooperative movements will have the special attention of another associate, Miss Emily C. Bates, from the staff of one of the most extensive cooperative developments in this country, the Consumers' Cooperative Association of North Kansas City, Mo. Tage Palm, who has been field adviser for the Division of Self Help Cooperatives of FERA, accompanies the members as interpreter and attache. The Rural Electrification Administration has also sent as an observer, E. J. Coil.

ITINERARY for this exploratory group will be Great Britain, Sweden, Finland, Denmark, Belgium, France, Czechoslovakia, Switzerland, possibly Hungary, and then back to Great Britain. In each country, the members of this inquiry will study cooperative activities in marketing, purchasing, housing, credit, banking, insurance, and electrification. They will investigate the coordination of cooperative activities, methods of operation, the place of consumers' cooperation in the economic structure of the various countries, the relation between consumers' and agricultural cooperative enterprises. All these subjects will form part of the report which the inquiry members will submit to the President when the group returns to this country about the middle of September.

SEATTLE'S experiment in requiring meat to be graded and stamped according to Government grades is giving the public "better beef with no advance in price", Dr. F. E. Smith of the Seattle Department of Health and Sanitation reported to the American Home Economics Association in convention in Seattle early in July. Details of Seattle's experience will be reported later in the GUIDE . . . Meantime come reports from the Bureau of Agricultural Economics that Government grading of meats throughout the country is leaping ahead. Some 400,000,000 pounds of beef, lamb, pork, veal, and sausage products during the fiscal year ending with June 30 bore Government stamps telling consumers the quality grade of the meat. This represented a gain of 40 percent in the amount of meat so graded in the previous year. At 23 important shipping and consuming markets, meat is inspected, graded, and stamped by official graders from this Bureau of the Department of Agriculture, packers or dealers requesting the grading, paying the costs which work out to a tiny fraction per pound of meat. New York in 1924 first received meat grading services. Since then expansion of this consumer service has been steady.

FARMERS' cooperative business organizations are the subject of an exhaustive handbook just released by the Farm Credit Administration, and copies may be obtained free of charge as long as a supply is available from that Administration. This valuable report, under the title of "Statistics of Farmers' Cooperative Business Organizations, 1920-1935", which is liberally illustrated with maps and charts, reviews the development of cooperative types, the history of sales and purchases by farmers, and the present status of agricultural cooperation. Special chapters are devoted to cooperatives specializing in the marketing of cotton, dairy, forage, crops, fruits and vegetables, grains, livestock, nuts, poultry, tobacco, wool, and mohair. Cooperative purchasing of farm supplies and associations providing other business services are also covered.

OFFICIAL REPORT ON YOUR FOOD SUPPLIES for 1936-1937

FIRST ESTIMATES OF FOOD SUPPLIES FROM DEPARTMENT OF AGRICULTURE EXPERTS MEASURE THE POSSIBLE INROADS MADE BY DROUGHT.

EARLY in July of each year, food experts of the Bureau of Agricultural Economics make their first estimates of what will be found in the national larder from one summer to the next.

THIS year such official estimates have special importance to consumers who have been troubled by rumors and counter-rumors of the possible effect of drought conditions on their market baskets during the coming winter and spring.

FIGURING as carefully as possible, on the basis of reports gathered up to July 1 from farmers all over the country, the Bureau of Agricultural Economics concludes that our 1936-37 food supplies in general appear to be "ample for domestic consumption", although total supplies may be 3 percent smaller than in 1935-36 and 1 percent under the drought-stricken supplies of 1934-35.

HOW close to the mark of actual supplies this estimate comes can be told only when more harvests are in, when the late summer count is taken of livestock, and commercial canners and food manufacturers have their operations further under way.

BEHIND this report is a picture of drought which has touched, to a greater or less degree, many of the farming areas of the country. The map on pages 12 and 13 shows how rainfall during May and June this year compared with that of 1934, and normal rainfall for those months. Checking on the variations between producing regions is one of the best guides to understanding how different kinds of agricultural products are affected by drought conditions.

LIGHTEST rainfall, compared with normal, up to July 1 was felt in the eastern wheat and corn area, covering such States as Wisconsin, Michigan, Illinois, Indiana, Ohio, and Kentucky; and in spring wheat States, Montana, North Dakota, South Dakota, and Minnesota. May and June rains there were only a little better than half as heavy as in normal years and even smaller than in 1934.

BY NORMAL standards, west coast States, important in the national dietary as producers of fruits and vegetables, fared best, with a rainfall in May and June which was larger than average and than in 1934.

BETWEEN these extremes come the rest of the farm and range lands of the country, all of them reporting less rainfall than in normal years, and less—in every case but the range States—than at the same time in 1934.

INTENSE heat and occasional showers only, which continued through the first half of July, will leave their mark on the national store of foodstuffs and feedstuffs. Later reports will tell how severe a mark. What follows is the best accounting which the Department of Agriculture could make as of July 1. Records of previous years show that, even with the minute care and caution used by the Government's food forecasters, later estimates sometimes show wide variations from early ones because no one has yet proved a sure long-time prophet of weather. At this stage in the major growing season, changes in rainfall and temperature can make large differences, both up and down, in the cost of a loaf of bread, a cup of milk.

NO LESS important than the Bureau of Agricultural Economics statement that food supplies in general appear to be "ample for domestic consumption", are the estimates of supplies of individual foods. Some foods have already been reduced; others give promise of being above average. The trick for careful consumers, who have an eye for nutritive values, is to watch supplies of foods which have similar food values and choose from among them, those which are more ample, and therefore, likely to be cheaper in months to come.

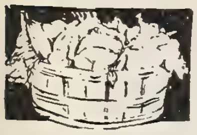
TOP of the list comes protective foods: milk, vegetables, and fruits. A wise buyer puts these first on her market list. Supplies of dairy products during 1935-36 were reported the largest on record. From July 1, 1936, to the end of June 1937, the experts look to a reduction of about 2 percent from the previous year. If this quantity does prove to be available, it will still be 2 percent greater than average supplies in the years 1925-29.

COST of feeding cows has most to do in determining the amount of milk we will get. It will influence the number of dairy cows we have and the amount of milk each gives. There were fewer cows on farms on July 1 this year than at the same time last year, but production per cow on July 1 was the highest for that date since 1931, with the exception of last year. During summer months most cows feed on pasture. Hot sun had badly blistered many pasture lands by July 1. Their condition, statisticians reported, was only a little better than half normal. This was the poorest July 1 record for pastures for any year except 1934. But a weather turn to the good, if it comes in time, may make a tremendous difference in the condition of pastures and so in the cost of feed to dairy farmers and in the cost of milk to "Jones Street" consumers who want to fit that "satisfactory allowance of 3 to 5 quarts of milk a week", recommended by health experts, into the family budget.

IN WINTER months pastures fail and farmers depend on feedstuffs for their dairy cows. Up to July 1, the cost of feed was not so high in relation to the prices farmers got for milk. Prospective supplies of feed grains on that date were somewhat smaller than last year's and considerably under average. Forecasters do not look for as bad a blow this year as feed supplies got in 1934 unless the great corn crop—chief of the feed grains—shows more damage. Between July 1 and 15, further weather reports made feed prospects less brighter.

ANOTHER important factor which will affect the amount of milk we get this winter will be the price of beef. The reason is simple. This rule operates all the time, not just in drought periods: If farmers can clear more money for cattle sold for beef than they can clear on the milk they sell from dairy cattle, they naturally will shift—where they can—from dairying into meat animal producing. If shifting takes place, however, it is more likely to curtail the amount of butter than the amount of fluid milk we get.

VEGETABLES, another protective food, show slight shrinkage in supply, as compared with last year, as judged by July 1 reports. Both fresh and canned supplies were expected to be within 1 percent of the amounts available in 1935-36. Compared with the average for 1925-29, the supply of fresh vegetables may be down 4 percent, but canned vegetables 24 percent greater. More acres planted to vegetables for canning this year have been counterbalanced by poorer yields. This is especially true of tomatoes and sweet corn planted for canning.



NO WORD comes yet from the food forecasters as to probable supplies of individual vegetables—with two exceptions—on the long roster we usually choose from. Supplies of all vegetables are not likely to be equally affected. A fairly safe generalization for economical home buyers is that ordinarily more expensive greens are no better in food value than cheap ones.

POTATOES are one of the two vegetables on which predictions have been made. Here a major reduction may take place for a reason quite distinct from the drought. According to July 1 conditions white potato supplies may prove to be only four-fifths the size of last year's fairly large crop, and 10 percent below the average for 1924-29. Sweetpotatoes may be three-quarters the size of 1935's crop, but even with this reduction, the supply would be 3 percent greater than the average for the years 1925-29.

LOW POTATO prices for 2 years running have a way of discouraging farmers from planting so many acres the third year which follows those two. We described this cycle in our February 10, 1936, issue. Acreage planted this year followed in that cycle after low 1934 and 1935 prices. In addition to a smaller number of acres planted, the yield per acre is expected to be below normal.

PREDICTIONS on potato supplies, however, like some others, may prove later to be far off the mark. In 7 out of the last 12 years, July 1 estimates of the yield per acre have later proved to have understated the final returns. The largest part of our potato supply comes from northern States. By July 1, the crop in these States has only started its growth. Much safer estimates of potato supplies for the coming winter and spring can be made around the middle of August.

NEXT great vegetable standby is dried beans or peas. Next to grains these are probably our cheapest crop. Supplies last year were huge. This year they are expected to be 5 percent smaller than in 1935-36 but 24 percent greater than the average for 1924-29.

LATE spring frost, rather than drought, is responsible for the darker picture presented by probable fruit supplies. Fresh fruit crops, the statisticians believe, may be 17 percent smaller than in 1935-36 which would bring them down to 3 percent below the average of 1925-29. Apple and peach crops appear to be the smallest since 1921; grapes, the smallest since 1931; cherries also are unusually scarce. Against these minus signs are plus signs for crops of pears and citrus fruits which promise to be plentiful.

[Continued on page 17]

LATE DROUGHT FLASH

WEATHER between July 1 and 27 continued unfavorable in the country as a whole, leaving average growing conditions little if any better than at the same season in 1934...... Rains and heat in the next week or 10 days will have extraordinary significance, but so large an acreage of corn was burned by July's heat that at the end of the month the supply of feed grain appears to be less than in any recent year except 1934. Hay supplies will be short, but less seriously so...... This means that instead of the big increase in hogs and hens that was expected to take place this year there will be heavy marketings this fall and only small increases in the number carried through the winter...... Supplies of beef should be less seriously affected...... The supply of dairy products has already been affected but no material reduction in the number of cows is expected and milk production will increase again with a new pasture season.

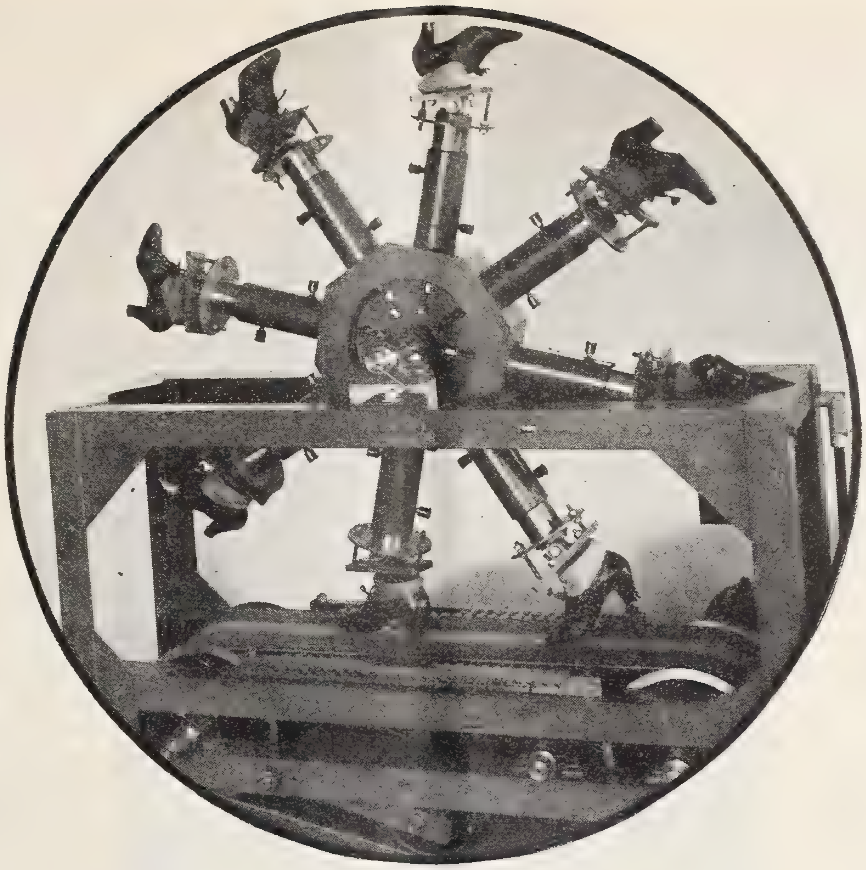
WHEN THE GOVERNMENT SHOPS

it doesn't have to go blindfold to market because a scientific agency is constantly at its service to aid in getting the quality of goods needed. Its Bureau of Standards helps other consumers in wise spending

LARGEST consumer in the United States is the United States Government. In its daily work, touching almost every field of human activity, the Government buys and uses tremendous quantities of all sorts of commodities—foods, textiles, household supplies, building materials, machinery, automobiles—everything that goes to make up the complex of every-day life. These supplies are for the Army and Navy, Government hospitals, public buildings, and the various Government departments and offices. But Uncle Sam is a wise purchaser. When he buys anything, he wants to get what he pays for. The National Bureau of Standards has been helping him, as a large consumer, to make sure.

CONTINUOUS research and testing at the Bureau have brought savings of millions of dollars to the consumers of the United States. The Bureau has also worked with industry to set up standards for judging the value of articles in trade and commerce. Simplified practice, Federal specifications, commercial standards—all these terms represent ways in which the Bureau of Standards has been helping Federal and State Governments, contract purchasers, and small consumers to buy wisely and well.

EIGHTY PERCENT of business in many industries is confined to only 20 percent of the types of goods they offer for sale. All other types which a merchant or manufacturer must carry are a dead weight on his hands, and result in higher prices to consumers. Individual business men cannot reduce the number of items they



This walking machine, devised by the Bureau of Standards, cleverly reproduces the strain on shoes produced by ordinary walking in order to test the endurance of shoe upper leather, linings, stitches, and heels. The machine is operated by a conveyor belt driven over a bed of rollers which provides the walking surface.

carry, because they must meet the competition of their fellows. Mr. Jones, competing with Mr. Smith, must be able to sell to the public the same new designs which Mr. Smith sells, even though Jones and Smith together sell only a tiny number of the new designs. In one extreme case, 3,614 styles and colors were required to take care of only 10 percent of a certain line of business, while 70 styles and colors accounted for the other 90 percent. If this top-heavy pyramid continued to grow, it would soon fall and perhaps take 100 percent of the business with it, because the tremendous number of slow-moving "extra" styles and colors was skyrocketing the cost of the 70 types most used.

ONLY an impartial central agency can bring together all groups interested in eliminating some of the unnecessary or slow-moving styles and types of goods. The Division of Simplified Practice at the Bureau of Standards is such an agency, for it encourages industry whenever possible to develop simplified practice recommendations and to make them effective. Reduction of the number of sizes and types should mean genuine savings to consumers. Sixty-five different sizes of jars and glasses—40 for preserves, 25 for jellies—graced grocers' shelves a few years ago. The waste was obvious, and also the confusion to the consumer, who could rarely tell how much he was paying per ounce of food. Representatives of manufacturers, distributors, and consumers held a series of conferences and decided to reduce the number of different preserve jars from 40 to 9, and jelly glasses from 25 to 7. Most of the people interested agreed in writing to accept the revised schedule and to publicize it widely.

REDUCTION in the number of different containers makes shopping just so much simpler for the average consumer. It also sets the stage for lower prices, since manufacturers, by putting their faster-selling sizes on a mass-production basis, are able to reduce the cost of making each individual jelly glass or preserve jar.

SOME 160 recommendations for simplified practice are now in operation. They cover a wide variety of products, including milk bottles, cans for fruits and vegetables, containers for extracted honey, salt packages, photographic paper, surgical dressings, and hospital beds. Revisions and further simplifications are made whenever necessary. The Division of Simplified Practice of the Bureau of Standards publishes a leaflet for each product and revises the leaflet when the industry asks for changes. Federal, State, and municipal governments, along with a host of smaller consumers, do their purchasing according to simplified practice recommendations. This method of simplifying business and reducing costs is constantly referred to and advocated in catalogs and trade literature, textbooks, yearbooks, handbooks, and magazines.

FEDERAL specification work is another of the helps afforded Uncle Sam by the Bureau of Standards. Public money pays for the goods purchased by the Government, and public welfare demands that goods purchased with this money measure up to certain standards.

UNLIKE most ordinary consumers, Uncle Sam never goes to market without first writing down carefully the exact quality of the goods he wishes to buy. When he wants to buy blankets for a Government hospital, or electric bulbs for public buildings, or typewriter ribbons for his offices, he prepares a printed "specification." This specification is a definite statement telling just what Uncle Sam needs and expects to get in his blankets, his electric bulbs, his typewriter ribbons, or anything else he wants to buy. It is a statement of quality which must be met, and measured by test. Prospective merchants to the Government have to know what these standards are, and Uncle Sam gives specific information to all those who wish to sell to him.

INTERDEPARTMENTAL technical groups, working under the Federal Specifications Executive Committee, prepare the specification requirements for individual items. The Committee itself, composed of experts in various lines, is headed by the Director of the National Bureau of Standards. A great deal of preliminary laboratory study and testing is necessary before a specification can be written, and much of this study is carried on by chemists, physicists, and engineers at the Bureau of Standards.

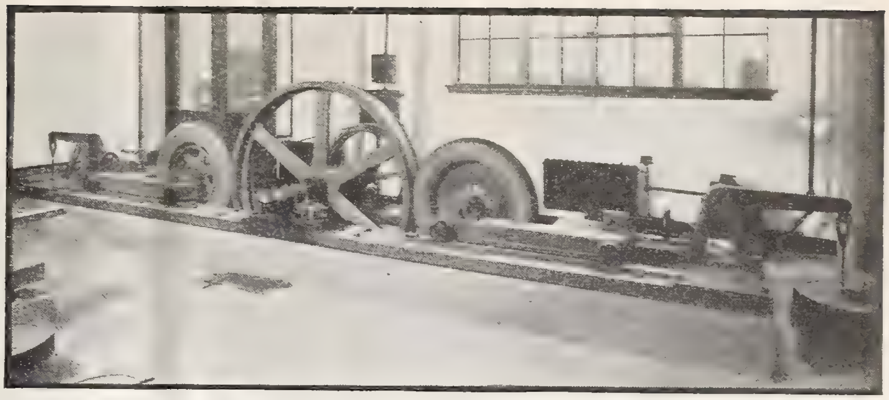
SUPPOSE, for example, it is bleached cotton sheets which the Government wishes to purchase. This is the procedure. The "Federal Standard Stock Catalog", containing requirements for sheets, states that "the material shall be made of thoroughly cleaned cotton free from waste." In workmanship it demands that every sheet be "free from avoidable imperfections in manufacture and from defects or blemishes affecting the appearance or serviceability." There must be no less than 74 threads per inch in the warp and 66 in the filling. The minimum allowable weight is 4.6 ounces per square yard. Hems must be 2 inches at each end, or 1 inch at one end and 3 inches at the other. Nor may there be less than 14 stitches to the inch. Another requirement is a minimum breaking strength of 70 pounds in the warp and 70 pounds in the filling. Furthermore, the sheets must measure up to definite lengths and widths as specified in the leaflet.

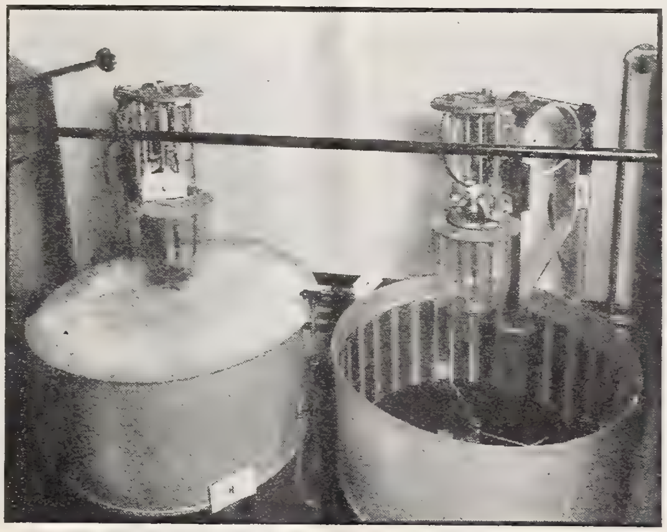
ALL SET, now, to shop for sheets of carefully defined quality, the Government advertises for bids. Bidders know they stand a poor chance of landing an order from so careful a consumer unless their products measure up to minimum requirements.

LOWEST BIDDERS get Government orders. Before they get their money, however, the appropriate Government agency—the Bureau of Agricultural Economics in case of some food purchases, the Bureau of Standards in most other instances—tests the delivered goods to see whether they meet the requirements of the speci-

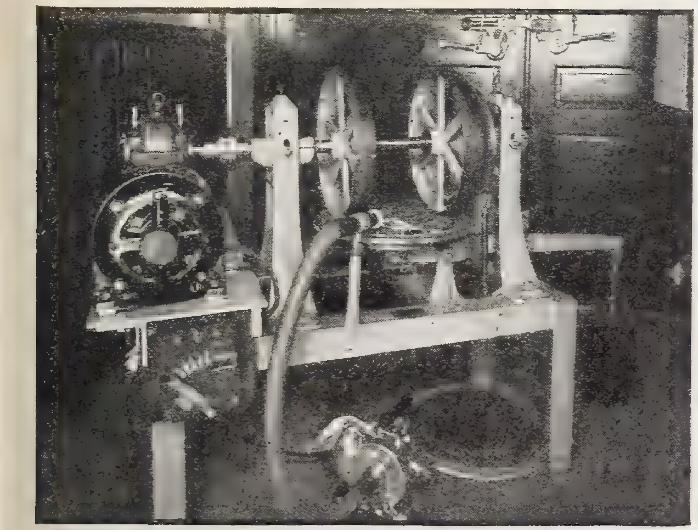
In testing elasticity in stockings, the Bureau of Standards uses this machine. The upper portion of the stocking is placed over two horizontal arms. A weight is then attached near the ankle, and garter clasps, attached to a spring, are fastened to the top of the stocking. The horizontal arms are alternately drawn closer together and moved farther apart to produce stresses similar to those in actual use. A defective stocking will withstand only a few cycles of this machine operation.

A test pulley is driven at a surface speed of 30 miles an hour in the endurance test for tires. The tire is mounted on a wheel, carried on a moveable carriage, and pressed against the pulley with the desired axle load. Cleats are placed on the surface of the pulley to simulate bumps on the road.





Once every 20 minutes this cylinder revolves in the Bureau of Standards weathering test of paints. Samples of paint are exposed to the light of a carbon arc lamp and to an intermittent water spray, to simulate sun and rain. By this means a year's exposure outdoors can be duplicated in a couple of weeks.



This carpet wear-testing machine reproduces all the pressure, twisting, and scuffing a carpet suffers when people walk on it.

fication. If sheets, for example, show the right length, width, hem, thread count, and breaking strength, as explained in the Federal specification, the Government accepts them. Otherwise, they are returned, and the order goes to the next lowest bidder.

COMMERCIAL standards—nationally-recognized bases for testing, grading, and labeling many items moving in daily trade—form another part of the work of the Bureau of Standards. While Government experts prepare Federal specifications as a basis for official Government purchases, industry itself voluntarily sets up commercial standards as a basis for daily trade. Here again the Bureau of Standards acts as a central coordinating agency for producers, distributors, and consumers in promoting and publicizing the use and observance of trade standards.

FIFTY-NINE different commercial standards, applying to many industries, are now in effect. For some of the items there has never before been any attempt at standardization. Among the commodities for which standards have been promulgated are men's pajamas, wool blankets, clinical thermometers, dress patterns, boys' blouses, knit underwear, and hosiery lengths.

PAJAMA coats of size "C", for example, under one commercial standard, should be 30½ inches long and measure 50 inches at the chest. The armhole should be 22 inches around, the sleeve bottom 13 inches around. The sleeve itself should be 33½ inches long, and the bottom of the coat 50 inches around. Similar measurements for pajama trousers, and for all sizes—"A", "B", "C", and "D" are defined. The promulgation of this commercial standard has made it possible for the consumer to be fairly certain that size "C", if it has fit him once, and he

[Concluded on page 21]

WHAT'S IN THE JAM JAR?

Reading the label is the beginning of wisdom in buying jams and jellies on the market.

Progress in pinning definite meanings to the words "jam" "jelly" and "preserves"

HOUSEWIVES over their preserving kettles through summer after summer have set a standard strong enough to convict food merchants in a court of law. Food and Drug Administration officials, by proving that jars of so-called strawberry preserves did not contain as many strawberries as consumers with home methods of preserve making in mind would expect, have won decisions supporting their contention that the jars were incorrectly labeled and so had moved illegally in interstate commerce.

GRANDMOTHER'S "pound-for-pound" recipe forms the basis—roughly or precisely—for all jam, jelly, and preserve standards. Not only does the Food and Drug Administration base its regulation of interstate shipment of these foods on the homely tradition, but the preserving industry used it in drawing up its NRA code and again in planning the present proposed fair trade practice code to be enforced by the Federal Trade Commission. The Government uses specifications following similar lines.

PROPORTION of fruit to sugar is the real criterion of value in jams, jellies, and preserves. The more fruit the better and more valuable the product. The old rule of a pound of fruit to every pound of sugar is the minimum fruit content advised by the Bureau of Home Economics for home manufacturers. Depending on the individual characteristics of the fruit used, the Bureau's recommended ratio runs from one cup of fruit or fruit juice for one cup of sugar all the way up to one cup of fruit for every 3/4 cup of sugar.*

COMMERCIAL PRODUCTS need not measure up quite so high as the home-maker's ideal. Under present Food and Drug Administration advisory regulations and most other standards, a jar is correctly labeled as jam or preserves when its contents started in the manufacturing process as a mixture of 45 parts of fruit to 55 of sugar or sugar sirup. Products which fail to measure up to this standard must, if shipped across State lines, be labeled "Imitation." For jelly, the Food and Drug Administration definition does not set a numerical ratio, but implies the proper mixture by limiting the ingredients to fruit juice, sugar, and water. If manufacturers follow this definition strictly and do not add outside gelatinizing to the mixture, their product is sure to be correctly balanced since it would not jell without the full complement of fruit juice.

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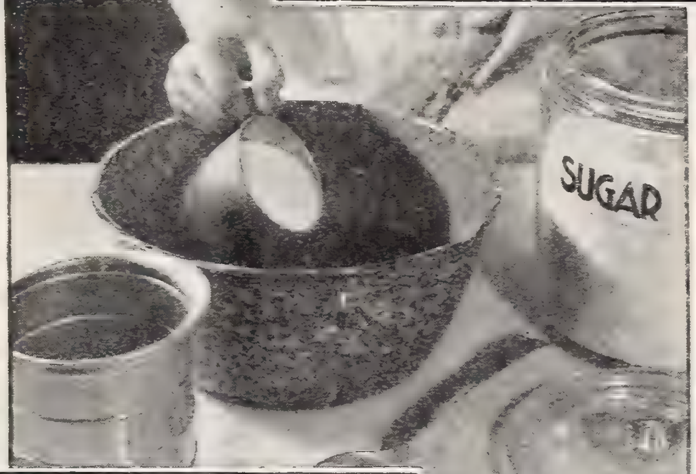
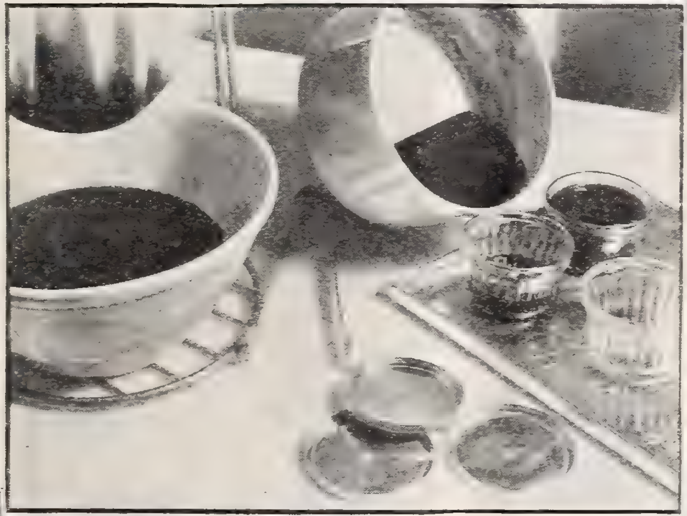
*Consumers may send to the Bureau of Home Economics in the Department of Agriculture for the free mimeographed detailed instructions entitled "FRUIT JELLIES, PRESERVES, JAMS, MARMALADES, CONSERVES, AND BUTTERS."

TIMES have changed, modifying the housewife's jelly-making standards, and with them the interpretation of the Food and Drug Administration definition, but still the intention of all standards is to keep the fruit content at the same high level in relation to sugar.



Gentle crushing starts the juice as the first step in jelly making . . . Proportions of fruit and sugar depend on the type of fruit; but home economists never advise a ratio of less than a cup of fruit juice to a cup of sugar.



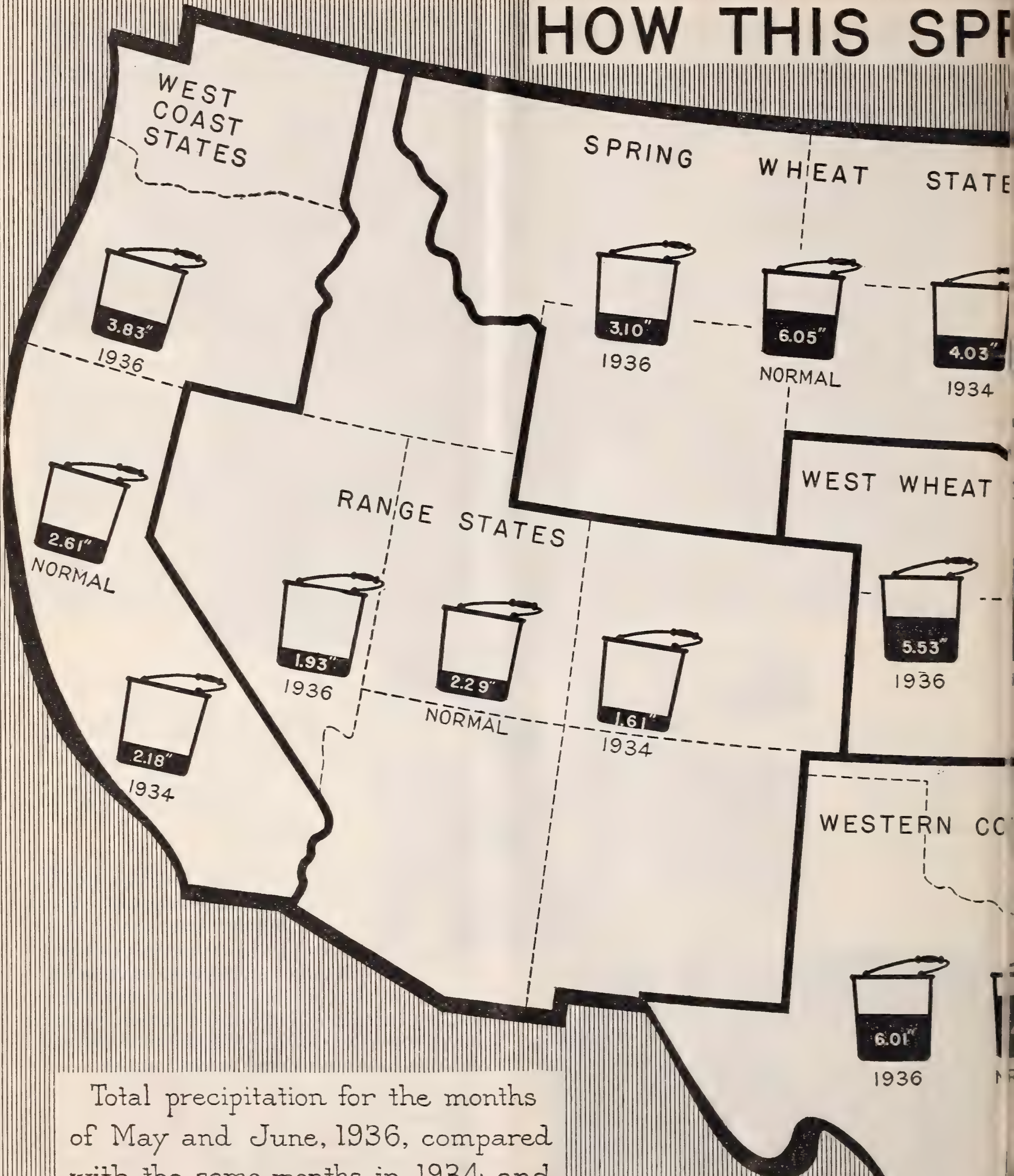
Straining, filling the jars, sealing, and labeling complete the recommended small batch of homemade jelly.

COMPLICATING the job of keeping fruit content up to par have come new ways to override the old-fashioned restrictions of nature in the matter of the pectins and acids that make jelly of fruit.

ONCE everyone took it for granted that what was in the natural fruit itself determined the resulting product. Some fruits would jell and some would not. If nature had provided enough pectin and acid in a fruit, and if the fruit were used at the moment of its life when these proportions were just right, a skillful jelly-maker could make good jelly of the fruit by adding the right amount of sugar. If nature had not done right by the fruit, it was mixed with a fruit that had enough pectin for both and labeled "quince and——", or "apple and——", or used only for jams and preserves. The job of the Food and Drug Administration then was clear. Their definition of jelly as nothing but fruit, sugar, and water dates from those days.

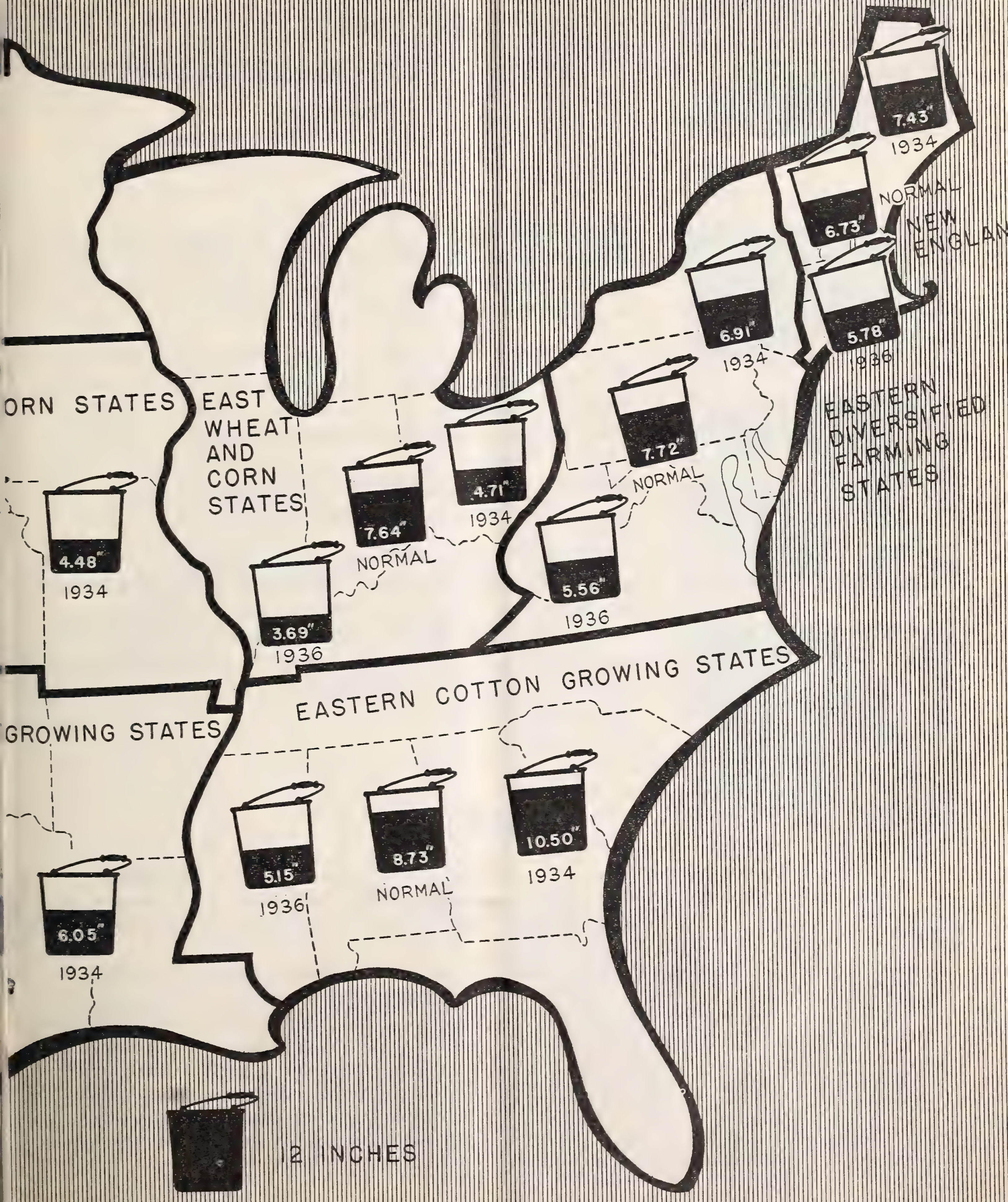
[Continued on page 22]

HOW THIS SP

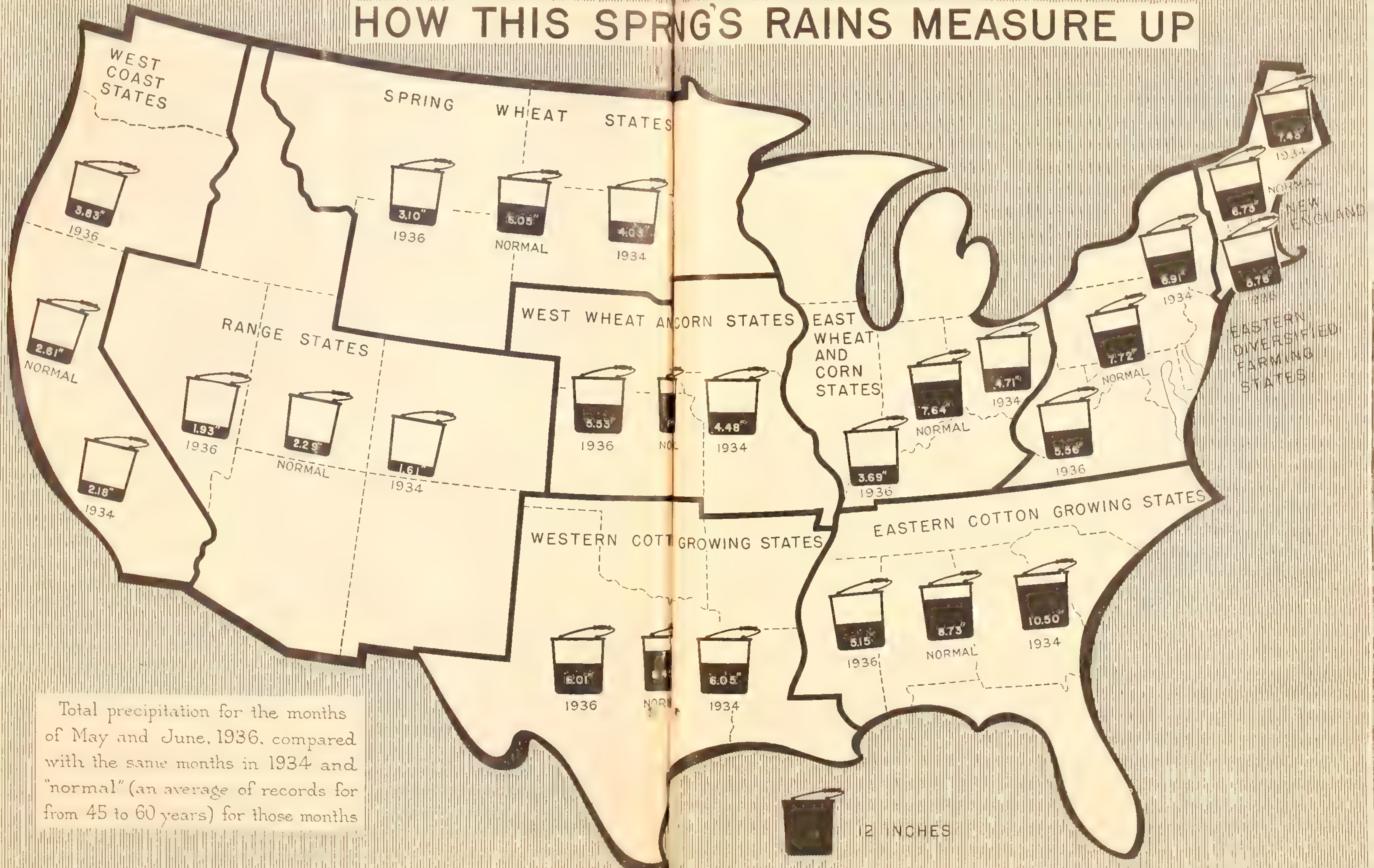


Total precipitation for the months of May and June, 1936, compared with the same months in 1934 and "normal" (an average of records for from 45 to 60 years) for those months

G'S RAINS MEASURE UP



HOW THIS SPRING'S RAINS MEASURE UP



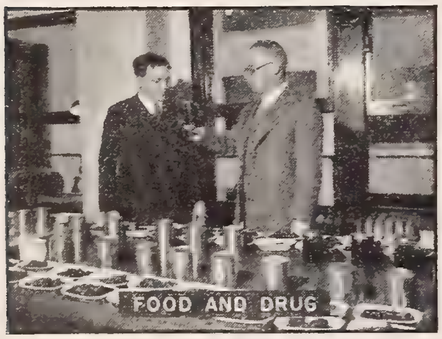
Total precipitation for the months of May and June, 1936, compared with the same months in 1934 and "normal" (an average of records for from 45 to 60 years) for those months

A CONSUMERS' DIGEST OF LEGISLATION PROPOSED AND PASSED IN THE LAST CONGRESS

SOIL CONSERVATION

AGRICULTURAL INCOME

FEDERAL TRADE COMMISSION


FOOD AND DRUG

ANOTHER Congress, the 74th, which convened in Washington on January 3, 1935, adjourned on June 20, 1936. The first session stuck to its work until late in August of 1935, and the second session convened January 3, 1936.

DURING the 13½ months the lawmakers were in Washington, thousands of legislative bills were introduced and debated. Many of these bills died in the Congressional Committees to which they were referred for further consideration. Public hearings were held on those of greatest importance. Some of these bills were passed by both House and Senate. They became public law when approved by the President.

MAJOR legislation, touching on food supplies or costs passed by the last session, included the Soil Conservation and Domestic Allotment Act, Commodity Exchange Act, Price Discrimination Act, adoption of the regulations of the Secretary to carry out the sugar quota act, and an expansion of the agricultural income and cost of distribution investigation to be made by the Federal Trade Commission.

PART I

SOIL CONSERVATION AND DOMESTIC ALLOTMENT ACT

REPLACING that part of the Agricultural Adjustment Act, relating to production adjustments of certain agricultural commodities, which was invalidated by the Supreme Court on January 6, the Soil Conservation and Domestic Allotment bill became law on February 29, when approved by the President. It had passed the Senate on February 15, 56 to 20, and the House on February 21, 267 to 97.

THE PURPOSE of the act is "to promote the conservation and profitable use of the agricultural land resources of the country by extending temporary Federal aid to farmers and by providing for a permanent policy of Federal aid to States for such purposes."

OBJECTIVES under the act include: (1) preservation and improvement of soil fertility; (2) promotion of the economic use and conservation of the land; (3) diminution of exploitation and unscientific use of national soil resources; (4) protection of rivers and harbors against the results of soil erosion, for the purpose of aiding flood control and maintaining navigability; and, after the States have passed the required legislation to take over the administration of the agricultural conservation programs; (5) reestablishment of the ratio between purchasing power of the net income per person on farms and that of the income per person not on farms which prevailed during the 5-year period, August 1909 to July 1914, inclusive, and the maintenance of this ratio.

CONSUMER protection is provided by the act. Powers conferred by the act are not to be used to lower the production of supplies of food and fibers below the quantities required to supply "normal" human needs. "Normal" needs are to be determined by the Secretary of Agriculture from the records of human consumption in the years 1920 to 1929, inclusive. In setting up the yardstick for "normal", consideration is given to the increase in population, the quantities of any commodity forced into domestic consumption by decline of exports in the base period, supplies of substitute foods available for consumption, and current trends in domestic consumption.

FARMERS receive payments under the new program when they take definite action to conserve the soil. Goal for 1936 includes an increase of crop land devoted to soil-improving and soil-conserving crops to 30 million acres above the 1930 level. Two types of payments for 1936 are made to farmers who participate in the program. First type is a soil-conserving payment for taking land out of production of soil-depleting crops; the second is a soil-building payment for putting land into soil-building crops or for other soil-building practices. Payment goes to the individual farmer after actual evidence is submitted and certified by the county committee indicating that he has fulfilled the conditions of the grant. No contracts are made with farmers. State committees, county and community committees have been set up between the Federal Government and the individual farmer to administer the act.

FEDERAL PAYMENTS after January 1, 1938, will be made in the form of grants to States which pass soil conservation legislation. State programs must be approved by the Secretary of Agriculture.

APPROXIMATELY $470,000,000 is available for the soil conservation and soil building program, and for the administration of the act during 1936-37.

COMMODITY EXCHANGE ACT

NEW LEGISLATION to regulate future trading on commodity exchanges was approved by President Roosevelt June 15. Congress amended the Grain Futures Act and gave it a new name—the Commodity Exchange Act.

PRESIDENT ROOSEVELT recommended a commodity exchange bill in a special message to the 73d Congress. A bill, H. R. 6772, passed the House during the first session of the 74th Congress. Hearings were held before the Senate Committee on Agriculture and Forestry April 21-23, and a modified bill passed the Senate May 29, 62-16. Changes made in the Senate were accepted by the House, June 3, and became law June 15.

PURPOSE of the act—Public No. 675—is "to amend the Grain Futures Act to prevent and remove obstructions and burdens upon the interstate commerce in grains and other commodities by regulating transactions upon the commodity exchanges." Authority is also given the Commodity Exchange Commission, comprising the Secretary of Agriculture, the Secretary of Commerce, and the Attorney General, "to limit or abolish short selling and to curb manipulation."

SINCE 1922 the Grain Futures Administration has regulated futures trading in wheat, corn, oats, barley, rye, flaxseed, and grain sorghums. The last session increased the powers of the Commission, and added cotton, rice, mill feeds, butter, eggs, and Irish potatoes to the list of commodities. Neither the amendments nor the provisions of the original act become effective as to these new commodities until September 13, 1936. No money was appropriated to execute the new provisions.

THERE are two general types of trading on the commodity exchanges—cash and futures trading. Futures trading in wheat, for instance, is the buying and selling of contracts to deliver wheat sometime in the future. Traders sell wheat not actually in their possession. They buy and sell wheat that will be harvested and brought to market in the future. Both cash and future prices are quoted on the exchange.

BIG speculators, dealing in futures, have been known to buy wheat in excess of 2,000,000 bushels. The market cannot absorb such large quantities without affecting prices. Price variations sometimes result without regard to the demand and supply conditions of wheat actually in existence. Wheat prices have been known to vary as much as 50 percent in the course of a few days. Experience of the United States Grain Futures Administration indicates that these wide fluctuations in price often are coupled directly with the transactions of some large operator.

LIMITS can be placed, under the new law, on the speculative operations of individuals who trade in large volumes. This is one of the ways the new legislation is intended to curb excessive speculation and prevent wide price fluctuations.

THE Commodity Exchange Administration will administer the new act. This is the former Grain Futures Administration. To supervise the future trading in various commodity exchanges throughout the country, the Administration will observe trading operations; compile and publish daily reports on volume of trading; examine gossip items and market news to prevent the spreading of false and misleading crop and market information; prevent overbuying and overselling; and investigate complaints and punish violators.

SUGAR QUOTA SYSTEM

ON June 19, 1936, President Roosevelt gave his approval to the Jones-O'Mahoney Resolution, repealing the tax and contract provisions of the Jones-Costigan Sugar Act and adopting the acts of the Secretary with respect to the quotas fixed under that act, to be in effect until December 31, 1937. The quota system determines the amounts of sugar which may be marketed in the continental United States during each year from all areas supplying that market. Quotas are enlarged whenever necessary to meet the actual needs of the consumer.

UNDERTAKEN in 1934 to remedy the depression on world sugar markets, a primary objective of the sugar program was to secure a more stable income for sugar producers.

CONSUMER safeguards were provided by Congress in the original Jones-Costigan Sugar Act and repeated in the new Jones-O'Mahoney Resolution. This safeguard provides for a revision of the consumption estimate at such intervals as the Secretary of Agriculture may find necessary in order to meet actual requirements of consumers. Quotas set for sugar to be marketed in the United States must be made in view of consumer needs and demand.

TWICE since the first of the year quotas have been raised. Originally set at 6,434,088 tons for the calendar year 1936, this total was increased to 6,609,625 on April 10, and to 6,812,687 on June 19. Such changes were made under the authority of the original act which provides that the Secretary of Agriculture shall revise the estimates of sugar requirements during the year in accordance with changes in consumer needs.

SURPLUS FOODS TO RELIEF FAMILIES

SECTION 32 of the Agricultural Adjustment Act as amended and approved in 1936 provided that 30 percent of the annual receipts collected under the custom laws could be used by the Secretary of Agriculture: First, to encourage the exportation of agricultural commodities and products; second, to encourage the domestic consumption of agricultural commodities and products by diversion from the normal channels of trade; and third, for reestablishing farmers' purchasing power by making payments in connection with the normal production of any agricultural commodity for domestic consumption.

THE Secretary of Agriculture is authorized to determine what constitutes diversion, normal channels of trade and commerce, and normal production for domestic consumption. Under the amendment the Secretary can purchase agricultural commodities and products including purchases of food for donation to the Federal Surplus Commodities Corporation for distribution to relief families, if he finds that this will encourage the domestic consumption of agricultural commodities.

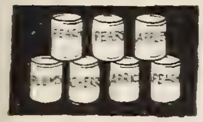
COMMODITY CREDIT CORPORATION TO EXPAND OPERATIONS

A BILL to increase the capital of the Commodity Credit Corporation from $3,000,000 to $100,000,000 was signed by the President, April 10. This will enable the corporation to expand its operations of making direct loans to producers for the purpose of financing the carrying and orderly marketing of agricultural commodities. The corporation is authorized under existing law to buy, hold, sell, lend upon, and otherwise deal in agricultural commodities.

[Part II of this review of new and proposed legislation will appear in the next issue of the CONSUMERS' GUIDE]

OFFICIAL REPORT ON YOUR FOOD SUPPLIES FOR 1936-1937

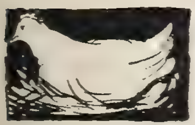
[Continued from page 5]



CANNED FRUITS from commercial sources may run 5 percent behind 1935-36 supplies but larger than the 1925-29 average and larger than supplies in any other recent year. Smaller quantities are expected in canned apples, apricots, peaches, cherries. Larger supplies of other canned fruits are looked for.

DRIED FRUITS may measure 18 percent below supplies in 1935-36, and 13 percent less than average. Here again late spring frosts cut short crops of apples, grapes, and prunes, for dried purposes. Larger packs of dried apricots and peaches are expected.

MEAT, FISH, EGGS, AND CHEESE belong together as similar in many ways in the food nutrients they contain. How much meat we shall have depends very largely on the size of the corn crop, which is still fairly young, and of other feed crops. Feed costs are as important here as in the case of milk. June reports on pigs forecast a production of pork and pork products larger than last year, but prospects are for a decrease in beef, veal, and lamb supplies which probably will more than offset the increased pork supply. If predictions come true, total meat supplies—not counting poultry—will be about 4 percent less than in 1935-36 and 9 percent less than the average retained for domestic consumption in 1925-29. Note to economical purchasers: for practical purposes, as far as food values go, there is little difference between beef, veal, pork, or lamb, and the cheapest cuts are just as nutritious as the more expensive ones.



MORE CHICKEN in 1936-37 than last year may be in line for consumers. At least, the forecasters estimate supplies may be 2 percent greater, but still 5 percent under 1925-29 supplies. This prediction depends in large measure, again, on feed being available at prices which encourage farmers to develop their 1936 hatch to maturity. If feed prices become too high to justify farmers in expanding their laying flocks, then possibly more poultry meat will be marketed than is now expected, and fewer eggs.

EGGS—Nature's prize food package—may be more generous in supply, too. The estimates are for a 4 percent increase over 1935-36, though this amount will be 5 percent smaller than supplies in 1925-29.

CHEESE supplies, not forecast as yet, will be affected by the same factors as milk, discussed earlier.

THIRD GROUP of foods important in every diet includes the cereals, bread, and rice. Chief of these, of course, is wheat. Next year's supply is counted to be 2 percent under 1935-36 and 21 percent smaller than the average for 1925-29 when this country was producing so much wheat that it was selling large quantities abroad.

TOTAL WHEAT supplies are less important to bread and flour buyers than are supplies of the various kinds of wheat because different wheats are used for different purposes. The five main commercial classes of wheat (described in our Oct. 28, 1935, issue) are: hard red winter; soft red winter; hard red spring; common white; and durum. Hard red winter and hard red spring are the wheats from which most of the bread flours are made. Supplies of these, more than the other types, will affect bread prices next winter and spring.

HARD RED WINTER WHEAT, on July 1, appeared to be some 60,000,000 bushels greater in supply than in 1935-36. Condition of hard red spring wheat, harder to estimate at this time, gave the forecasters grounds for believing the supply would be considerably below last year's. Official opinion is that total supplies of all hard wheat will probably be no greater than last year. Supplies of hard white wheat, used for bread making in far western States, do not affect general supplies outside that area.

SOFT RED AND WHITE WHEATS, from which most pastry flours come, are expected to be more than enough in supply to take care of usual demands. A limited amount of soft wheat, together with some of the surplus of hard red winter wheat may compensate for shortages in hard red spring wheat. Supplies of durum, which

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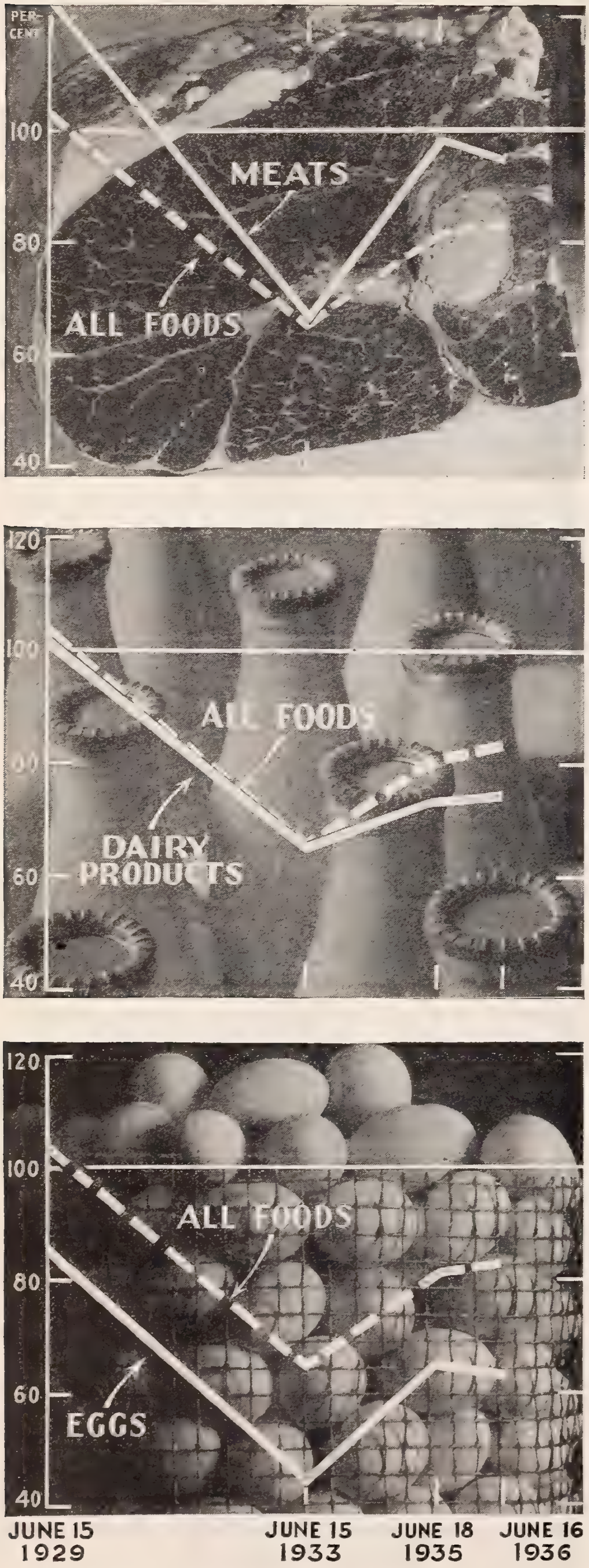


A PERSPECTIVE OF FOOD COST CHANGES
1923-1925 = 100

Your Food Costs

HIGHER prices for butter, eggs, pork, and roasting chickens were chiefly responsible for an increase of 0.5 percent in retail food costs from June 16 to June 30. The index of the Bureau of Labor Statistics on the latter date was 84.3 percent of the 1923-25 average as compared with 80.6 percent on July 2, 1935.

FRUITS and vegetables, which have been accounting for higher food costs up to June 16, due largely to the shorter supplies caused by spring frost and drought, showed little average change during this 2-week period. Increases in prices of cabbage, spinach, sweetpotatoes, and onions were offset by decreases in other vegetables. The larger supply of potatoes which had caused wholesale prices to fall since the first week in June were reflected in a slight drop in the retail price during the latter half of the month. At 85.1 the index of fruit and vegetable prices remains at the highest level reached since predepression years and is more than 30 percent above the average for this group on July 2, 1935.

PASTURE conditions on July 1 were 40 percent below normal and with the exception of July 1, 1934, were at a lower condition than at any other July 1 on record. Condition was particularly bad in States south of the Ohio and Potomac Rivers, while pastures in the north central region also reflected serious effects of the deficient rainfall. The decline in milk production during the month of June due to this pasture condition was responsible for an increase in retail butter price from 34.3 cents on June 2 to 35.8 cents on June 16 and 37.4 cents on June 30. A corresponding increase occurred in wholesale butter prices and since June 30 the advance was even more pronounced.

THIS substantial increase in the price of butter during the month of June is in advance of the usual seasonal increase, and together with slight advances in the retail cost of other dairy products is the only important change in food prices on June 30 that may be attributed to drought. Retail price movements since June 30 have doubtless reflected the drought to some extent. Also, since June 30 the spectacular and distressing circumstances of producers of foodstuffs in the stricken areas have doubtless been

and Supplies

used as an excuse for higher retail food prices in many instances where available supplies have been unaffected by drought conditions.

A RISE of 5.7 percent over the 2-week period in the price of roasting chickens to an average of 33.6 cents per pound appears to be due to cold weather in February and March rather than drought conditions. Spring hatchings were delayed in February and March and attractive prices for broilers and fryers have resulted in a reduced supply of roasting hens both on farms and in storage. Usually at this season of the year the farm price of chickens has reached its high and is slowly on its way down toward the low price of the year reached in December. The present shortage of roasting hens is expected to be of short duration.

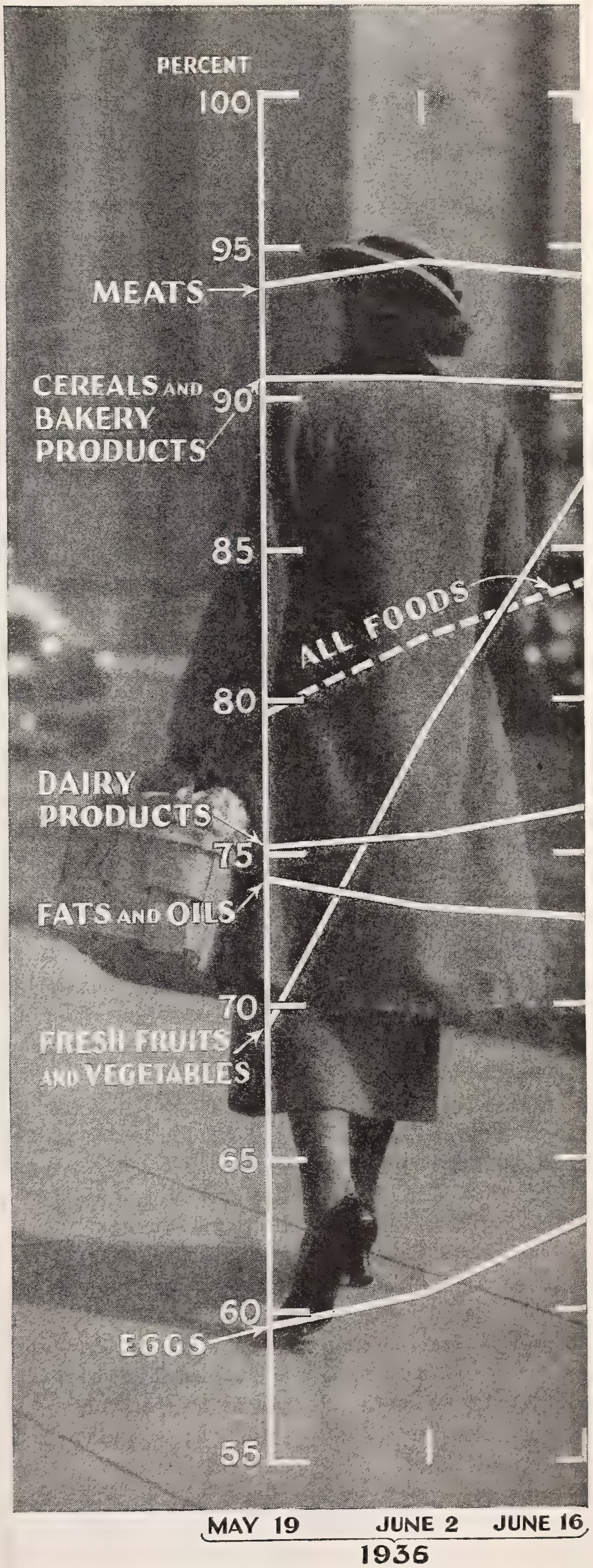
HIGHER prices of eggs on June 30 are in line with the usual seasonal movement and both wholesale and retail prices are below the levels of July 2, 1935. On that date the average retail price was 35.1 cents and on June 30 this year it was 33.8 cents.

FRESH pork cuts, chops and loin roasts, increased slightly during the 2-week period to June 30, but remained slightly below the prices of June 2. Alternate ups and downs in prices of fresh pork during the last several weeks leaves them at about the same level as May 5, and only slightly below the prices on December 31 of last year. As explained in recent issues of the GUIDE, low storage holdings of pork products and disappointingly small marketings of hogs from the 1935 fall crop of pigs have prevented the moderate decline in pork prices which had been expected during May and June. Since June 30, however, hog runs have increased substantially and this accompanied with reduced demand because of hot weather have brought a sharp decline in hog prices which should be reflected in retail prices on July 15.

THROUGH the first 3 months of the year the margin between the average price of hogs at Chicago and the wholesale value of fresh pork cuts remained at or below the average level of such margins during previous years. But since the first week in May this margin advanced more than 50 percent above its earlier normal levels.

A CLOSE-UP OF FOOD COST CHANGES

1923-1925 = 100



About the first of July, wholesale prices of fresh pork showed resistance to advancing hog prices and the margins dropped, but have averaged well above normal figures throughout the first half of July.

THE EXTENT to which consumers have been paying higher margins to packers and distributors of pork products as compared with a year ago is roughly illustrated by these comparisons:

(1) Federal inspected slaughter of hogs in June 1936 was 51 percent higher than in June 1935. (2) Average cost of hogs to packers at Chicago in June was 13 percent less than the cost in June 1935, including processing tax. (3) On June 30 retail prices of pork products showed these changes from retail prices on July 2, 1935--chops and loin roast, 4 percent less; sliced and stripped bacon, 1.3 percent less; sliced and whole ham, 9.5 percent higher; salt pork, 8.5 percent less; lard, 7 percent less.

PORK cuts continued to advance during the last half of June, the increases ranging from 0.2 to 1.3 percent for the 2 weeks. Only sliced bacon showed a slight decline (0.1 percent) during this period.

THE AVERAGE price of beef cuts declined slightly but this was due chiefly to a drop of 0.4 cent per pound in plate beef. Sirloin, round, and chuck all increased slightly over June 16. The June receipts of cattle for slaughter at public stock yards was 30 percent larger than in June 1935 and retail prices of beef cuts on June 30 were from 10 to 15 percent lower than on July 2, 1935.

THE AVERAGE price of white bread increased less than one-tenth of 1 percent per pound loaf, from June 16 to June 30. This slight gain in the average of all cities was due to advances in price in 2 cities and to an increased consumer cost resulting from reduction in the size of the loaf in 4 cities. CONSUMERS' GUIDE has no information as to the cause of increased prices of bread in these 6 cities, but advancing flour prices during the latter half of June were by no means sufficient to justify an increase of 1 cent per loaf in the price of bread. On June 2 the quantity of standard grades of flour in a pound loaf cost about 1.78 cents, the lowest figure since early in 1933. Between June 2 and June 30 that quantity of flour increased in cost one-twentieth of 1 cent per loaf. Actual average cost of the flour which bakers are putting into their bread obviously does not increase even as rapidly as current quotations on flour.

OFFICIAL REPORT ON YOUR FOOD SUPPLIES FOR 1936-1937

[Concluded from page 17]

is used to make "Semolina" out of which are made spaghetti and macaroni, are expected to be definitely below domestic needs.

SHORTAGES that may occur in bread wheats and that are more certain to occur in durum may require us to draw on world supplies. How much wheat may be imported to make up for these deficiencies will not likely affect the price of wheat in general. Because world supplies of wheat will probably be lower this year than last, wheat prices everywhere—both here and abroad—may show some increase.

RICE supplies are expected to be 8 percent greater in 1936-37 than last year and about equal to those of 1925-29. Only small portions of such cereals as corn, oats, barley, and rye, are used directly for human food. Seldom do total supplies of these products have much influence on the quantities used for this purpose. All four are much more important from the standpoint of livestock feed and the future production of livestock products. Production of the last three already has been seriously curtailed.

FATS AND SUGARS make up the last important group of foods in the family diet. Butter supplies, it is estimated, may prove—like milk—to be 2 percent under last year's but 12 percent greater than the average for 1925-29. The same conditions affecting milk supply condition butter supplies. Big leaps are expected in supplies of lard, for domestic consumption, the cheapest of cooking fats, possibly running as high as 25 percent over 1935-36, and only 4 percent below the 1925-29 average, when much more lard was exported. Domestic producers in any year furnish only a small part of the sugar we consume. Ample supplies, coming mainly from off-shore areas, will be available.

WHEN THE GOVERNMENT SHOPS

[Concluded from page 9]

hasn't grown since, will fit him again. Manufacturers have agreed to give consistent meanings to the various size designations.

PERCENTAGE of wool in blankets, another big question mark for ordinary consumers, is the immediate concern of the commercial standard for wool and part-wool blankets. Wording of labels must make quite clear what part of a "woolen" blanket is really wool. The standard holds that no finished blanket containing less than 5 percent wool shall carry the word "wool" in any form; that blankets labeled with the word "wool" and containing between 5 and 25 percent wool shall be labeled "part wool not less than 5 percent wool." If a blanket contains more than 25 percent wool, it shall be labeled with the guaranteed minimum wool content in percentage. To be labeled "all wool", blankets must contain over 98 percent wool. If buyers and seller cannot agree as to a method of testing finished blankets for wool percentage, the test methods used by the Bureau of Standards are applied as arbiter.

STATE and city governments, large corporations, colleges, hotels, hospitals, steamship lines, and department stores are best placed to reap most of the advantages of commercial standards, Federal specifications, and simplified practice. They buy in huge quantities, can advertise for bids, and can test their purchases before closing a transaction. Other contract purchasers who have no testing facilities often avail themselves of the Bureau's "certification plan." Under this plan the Bureau compiles lists of thousands of firms in all parts of the country willing to certify that the goods they deliver under contracts based on nationally-recognized standards actually do meet the requirements and tests of the standards. These firms will supply a written guarantee to any contract purchaser upon request.

DEFINITE PROTECTION for large organizations is supplemented by aid and protection of the purchaser for one household. One such aid is the Bureau's "labeling plan." The Bureau encourages manufacturers who sell staple goods, produced according to nationally-recognized specifications, to label their merchandise with self-identifying quality-guaranteeing labels. These labels name the specification number and mention the manufacturer or trade association standing behind the guarantee. A typical label might run something like this: "The ——— Manufacturing Company guarantees this ——— to comply with the requirements of Federal Specification No. ———." If the item were made according to a commercial standard, the label would be slightly different: "These pajamas guaranteed by ——— Pajama Company full size in accordance with Commercial Standard CS 15-29 issued by the United States Department of Commerce."

COPIES of Federal Specifications and Commercial Standards may be purchased by consumers from the Superintendent of Documents, Washington, D. C., for a nominal sum, usually 5 cents. A request to the same office for "Price List 75" (free) will bring a listing of all the items for which there are specifications in the Federal Standard Stock Catalog. Some of the products now available or soon to be available with quality-guaranteeing labels based on some nationally-recognized standard are brooms, dry cells, ink, library paste, linoleum, lumber, paint, paper, portland cement, rope, soap, textiles, and wall board. The ink with which this article is being written comes from a small bottle so labeled as to guarantee its contents to "conform to Fed. Spec. No. TT-I-563."

FURTHER AID to small consumers comes in the many publications of the Bureau of Standards. These include safety bulletins and circulars on many materials and appliances used in the household. A catalog of "Publications of Interest to Household Purchasers" may be had by requesting "Letter Circular LC-416" from the National Bureau of Standards, Washington, D. C.

OTHER fields of work engaged in by the Bureau are too numerous to discuss here. Laboratories of the Bureau occupy 19 buildings, each constructed for a special purpose, on a site of 56 acres in the northwest suburbs of Washington, pictured on the cover of this issue. At present the Bureau employs about 700 people, two-thirds of whom are scientifically and technically trained.

CONSUMER GROUPS sometimes ask the Bureau to test whole lines of competing commodities, and to make lists stating which toothpaste or which electric refrigerator is best, second best, or third best. The Congressional authority under which the Bureau operates makes no provision for such testing, nor is there any appropriation to pay for it. The Bureau cannot undertake work of this sort unless the necessary legislation passes Congress and the requisite funds are made available.

WHAT'S IN THE JAM JAR?

[Continued from page 11]

THEN came commercial pectin in a form that could jell any fruit. Housewives began to use it as jell-insurance for all fruits. Because so many kitchens have adopted the practice, it is no longer certain that the average consumer thinks of jelly as a product necessarily made without added pectin, provided it merely supplies the natural deficiency of pectin in the fruit and does not in effect debase the product.

MANUFACTURERS who started to add a touch of pectin to a properly proportioned mixture to make up for the lack of natural pectin were only doing what many housekeepers were already doing. The Food and Drug Administration could not well demand higher standards of manufacturers than the housewives demanded of themselves. But pectin has possibilities that are not so innocent. A mixture that starts out as 45 pounds of fruit and 55 pounds of sugar should boil down, if properly made, from 100 pounds to 88 pounds or less depending on the fruit used. Pectin incorrectly used makes it possible to equal the consistency of the old-fashioned jams and jellies without giving up as much of the water, and so fill more jars with a diluted product. This abuse of the use of pectin, though it complicates the job of enforcing the Food and Drug Administration's advisory regulation, is easily detected by physical and chemical tests and makes the food subject to seizure when labeled as "Jam", "Jelly", or "Preserves." Under the Food and Drug Advisory Ruling Regulation, the product must be labeled "Imitation", as are jars filled with a mixture that started out as less than 45 percent fruit. Under the new rulings, jams and preserves so low in fruit content as to be labeled "Imitation" must also give on their label their actual percentages of fruit and other ingredients.

ACID as well as pectin helps to put the jell in jelly, and it also gives tart fruitiness to the flavor. Acid, like pectin, is a normal attribute of fruit which, used incorrectly, can become an adulterant. Food and Drug Administration officials hold that consumers are not expecting citric or tartaric acids when they buy jam and jelly and tasting it are misled into thinking the strength of the flavor is entirely due to the proportion of the natural fruit that went into the jar. So jams and jellies and preserves are held to be misbranded if acid is added without a declaration of it on the label.

RULES proposed by the preserve manufacturing industry under the Federal Trade Commission call for the 45/55 ratio of fruit to sugar in the case of jams and preserves, allow the addition of harmless acids, and allow the addition of pectin to make up for natural lack if the ratio of fruit to sugar is maintained. For jelly the definition does not specify the numerical ratio except where pectin or acid is added in which case the "composition must correspond to not less than 50 pounds of actual pure fruit juice, exclusive of added water, to each 50 pounds of sugar in the original batch."

CONSUMER'S COUNSEL presented a brief at the hearing before the Federal Trade Commission recommending several changes in the rules proposed by the preserving industry for its own standards. One suggestion was that the same stipulations should govern the addition of acid as of pectin to the jams and preserves, since both have the same potentialities of adulteration. In the case of jelly, the rules already recognize this by setting a minimum fruit content for all jelly to which either pectin or acid has been added. Also, in spite of the fact that many housewives do add pectin to home manufactured products, and that lemon juice is now a recommended addition by the Bureau of Home Economics, the Consumers' Counsel urged that the presence of either added pectin or added acid should be declared on the label.

ANOTHER AMENDMENT to the proposed code suggested by the Consumers' Counsel brief would add more information to the label as to the kinds of fruit in the mixture. As the industry submitted the rules they read:

"Preserve, fruit preserve, jam, fruit jam, shall be understood to mean the plain sound product, possessing definite characteristic flavor of the preserved fruit named on the label, made by cooking to a suitable consistency, properly prepared fresh fruit, cold packed fruit, canned fruit......"

Here the Consumers' Counsel would add:

"......of the kind or kinds named on the label ......"

Since as the proposed code stands this would appear to permit the labeling of a jar containing a large proportion of apple as "Raspberry Jam" if it contained just enough raspberry to give it a definite characteristic flavor of raspberry. The Consumers' Counsel urged the opinion of the Food and Drug Administration that "the standards should be reworded to exclude the presence of any fruit the name of which does not appear in the name of the preserve (or jelly) since the Food and Drugs Act would class as misbranded and adulterated an article containing two fruits, only one being mentioned on the label." The Consumers' Counsel further suggested that the labeling should show the proportion of each fruit in the order of its importance, like this:

APPLE-STRAWBERRY PRESERVE
Apple 25 parts—strawberry 20 parts by weight

APPLE BUTTER, according to the proposed code as it was submitted by the industry "shall be understood to mean the clean, sound product made by cooking with sugar or apple juice or both, the properly prepared entire edible portion of apples either fresh, cold-packed, canned, or evaporated, to a homogeneous semi-solid consistency with or without vinegar, salt, and spice, or harmless organic acids other than acids or acid salts generally recognized as chemical preservatives prepared from not more than 20 pounds of sugar to each 50 pounds of fresh apples, or its equivalent in cold-packed, canned, or evaporated apples, exclusive of the cores and skins."

CONSUMERS' COUNSEL held with the Food and Drug Administration that when dried apples were used they should be declared on the label, since court precedent had already indicated that products made from dried apples were not the same as those made from fresh apples. Furthermore, a consumer survey conducted a few years ago by the Food and Drug Administration developed overwhelming evidence that consumers do not expect apple butter to be made from evaporated apples. The definition and standard for apple butter, set up under the Food and Drug Act, does not, therefore, recognize the use of evaporated apples in a product labeled unqualifiedly as apple butter. The brief also recommended that in determining whether the product was "clean, sound", a certain technical method of checking microscopically on mold should be used, just as it is in Government specifications for apple butter bought for its institutions.

"IMITATION" on the label of those products which though pure do not come up to the standards set for them by the code was held by the Consumers' Counsel, as it is by the Food and Drug Administration under the Food and Drug Act, to be insufficient information. "The consumer is entitled to know", the brief read, "what is the specific fruit content of any imitation preserve, since there are no standards of composition or content to which products so labeled must conform. It is recommended that the rule be amended to require that the label for imitation preserves, jams or jellies be in the following form:

IMITATION STRAWBERRY PRESERVES
23 percent fruit; 77 percent sugar,
water, pectin, and acid
by weight

"THE CONSUMER has a definite interest," the brief continued, "in the specific content of the product which he is purchasing. Whether the imitation product contains 40 percent fruit or only 25 percent fruit is information of importance to consumers, may be a determining factor in their choice of products, and should be disclosed on the label. Such a labeling as that indicated above would enable the consumer to choose between various commodities according to their specific content and thereby place competition between manufacturers and dealers upon a fair and equitable basis. Producers, as well as consumers, are interested in informative labeling of these imitation products. Undisclosed substitution of other constituents for fruit in products offered to meet the demand of consumers for this type of fruit product works a deception upon consumers and deprives fruit growers of a part of the legitimate market for their product.

THE STANDARDS, as proposed by the industry with those amendments and changes suggested at the hearing, are now being considered by the Federal Trade Commission. When, and if, finally approved, the Federal Trade Commission will then have more definite rules by which to interpret its authority to prohibit companies from marketing jams and jellies not made and labeled correctly in terms of the industry's standards.

CONSUMERS' GUIDE will report on the rules when finally approved by the Federal Trade Commission.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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VOL. III, No. 14
JULY 27, 1936

RIDING A CABBAGE BACK TO THE FARM

Consumer Queries and Comments

"In agriculture, labor, industry and government there must be an ever greater emphasis on the increasing abundance for the average American home."

Henry A. Wallace,
Secretary of Agriculture

HEADLINER in publications useful to consumers looking to the Government for aid in their problems and uncertain as to the agencies whose services meet their special needs is SOURCES OF INFORMATION ON CONSUMER EDUCATION AND ORGANIZATION, just released by the Consumers' Counsel. Twenty-six Federal offices whose consumer functions are described and consumer publications listed include: the Consumers' Counsel of the AAA; the Consumers' Project, Department of Labor; Bureau of Home Economics, Bureau of Agricultural Economics, Food and Drug Administration, the Offices of Information and Motion Pictures, all of the Department of Agriculture; the Bureau of the Census, the Bureau of Foreign and Domestic Commerce, the National Bureau of Standards, and the Bureau of Fisheries, all of the Department of Commerce; the Children's Bureau and the Bureau of Labor Statistics, both of the Department of Labor; the Office of Education of the Department of the Interior; the Bureau of Public Health of the Treasury Department; the Electric Home and Farm Authority; the Farm Credit Administration; the Federal Housing Administration; the Federal Power Commission; the Federal Trade Commission; the Resettlement Administration; the Rural Electrification Administration; the United States Information Service; the United States Tariff Commission; the Tennessee Valley Authority and Associated Cooperatives, Inc. Some nonprofit, nongovernmental organizations are also noted and reference made to consumer information material available from them. Finally, this important bulletin contains suggestions for consumer study courses. A limited number of copies are available, free, on request to the Consumers' Counsel, Agricultural Adjustment Administration, Washington, D. C.

HAZARDS to pure foods multiply in summer with the number of insects which carry disease germs to exposed foods. A New Jersey consumer, anxious as are most consumers to keep those hazards to a minimum, asks us some questions about commercial fly sprays—what they are made of, and how they should be used... Most of the popular fly sprays, the Food and Drug Administration reports, are made of pyrethrum in a carrier of mineral oil, similar to kerosene. Usually these sprays contain some perfume. In order to be effective they must actually hit the insects to be killed. Since different insects have different habits and life cycles, directions on the labels of these sprays should vary accordingly. Food and Drug Administration officials caution that mineral oil-pyrethrum sprays are of no value in disinfecting and will not prevent disease. Nor can they be relied upon to repel mosquitos when used in the open, on the porch, or about camps. They are not effective against ALL household insects, and cannot be relied upon to control any insect that cannot be reached by the spray. This applies also to the eggs which are often placed where they cannot be reached by the spray. Kerosene, of course, is inflammable, so fly sprays containing it should not be used in the presence of open flames. Another thing to remember is that mineral oil-pyrethrum sprays, if exposed too long to the light of the sun, in ordinary glass bottles, may lose much of their efficiency, due to decomposition of the active ingredients. Final advice from headquarters is to choose your insect preparations with care, read the labels, and follow directions.

"GIVE us a hint on how to lighten this household's summer laundry load", appeals an Iowa consumer. "I spend long hours struggling to keep my family and myself clean and pressed"... The best rule we know is to remember the wash tub and ironing board when you buy your summer wardrobe and choose the fabrics, styles, and construction which will be kindest to your back or arms, whichever rebels most at your laundry tasks. Organdie, lawn, voile, and thin linens have a habit of demanding pressing after an hour's wear. Other fabrics

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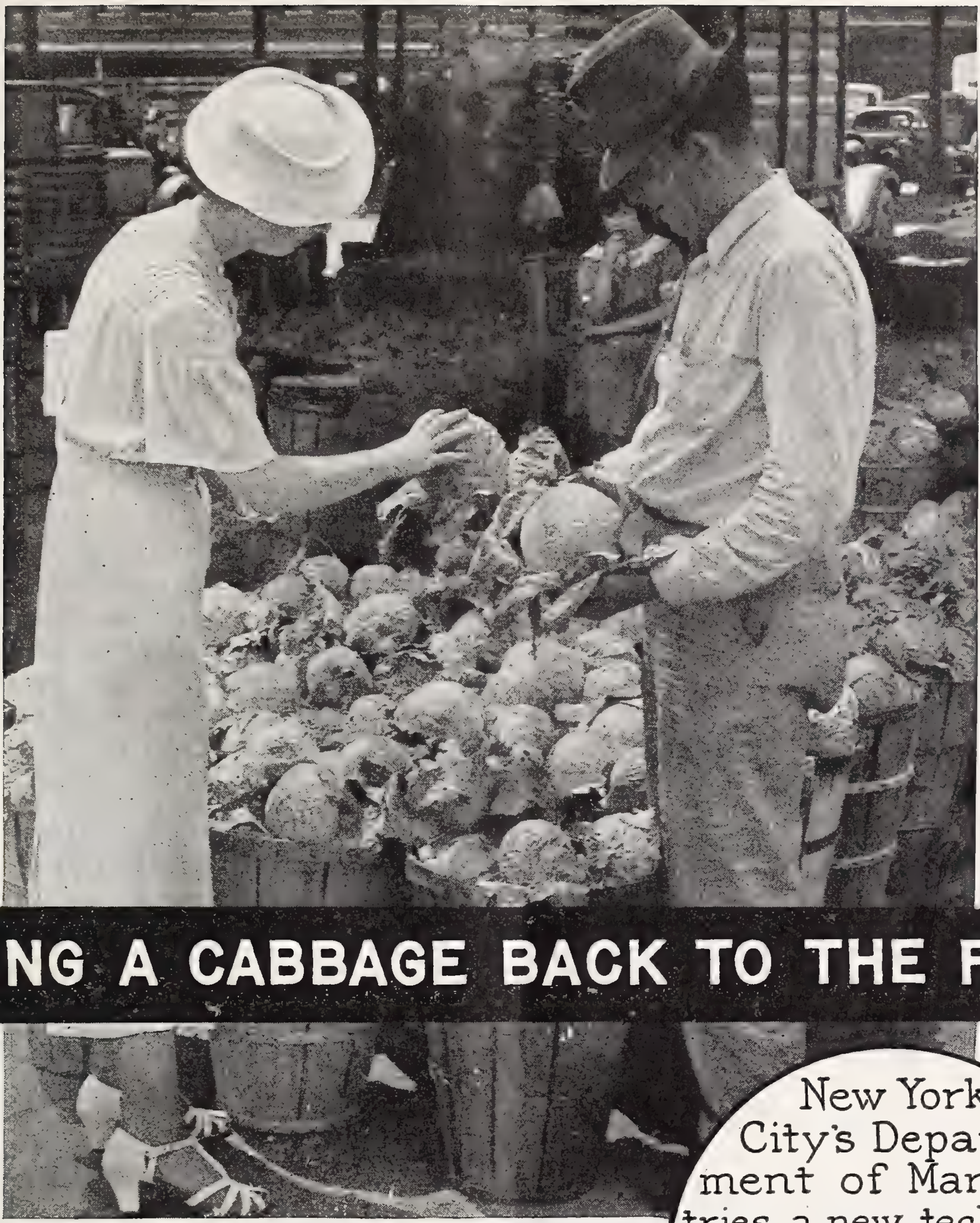


RIDING A CABBAGE BACK TO THE FARM

New York City's Department of Markets tries a new technique in getting at facts on where consumers' dollars for fruits and vegetables go

TRACING a nameless, unmarked, unticketed head of cabbage from the kitchen back to the farm it started from can be one of the most difficult detective jobs anyone can undertake. No Cook's Tour agent is at hand to map the route. No Bureau of Missing Vegetables exists to give a clue. But when New York City's Department of Markets wanted to see what it could do to help farmers get a larger share of consumers' dollars and to help consumers get fruits and vegetables cheaper, it undertook this new and unique detective job.

NO IDLE play was this. For years the question as to WHO gets WHAT part of consumers' food dollars has baffled farmers, distributors, transporters, and consumers themselves. For years the charge has been made that getting goods from producers to consumers costs too much. Many studies of distribution have been made in the past, and are still being made. Major research in marketing costs is going on right now in the

Bureau of Agricultural Economics in Washington. The driving force back of all such studies is the hope that producers' fortunes can be improved and that greater supplies can reach consumers, if those necessary services of distribution between the two can be made more efficient.

FACTS must come before reform. No facts on New York City's marketing costs for fruits and vegetables—recent enough, or specific enough—were available. So the Department of Markets early this year set about making its own study. The method it used was original.

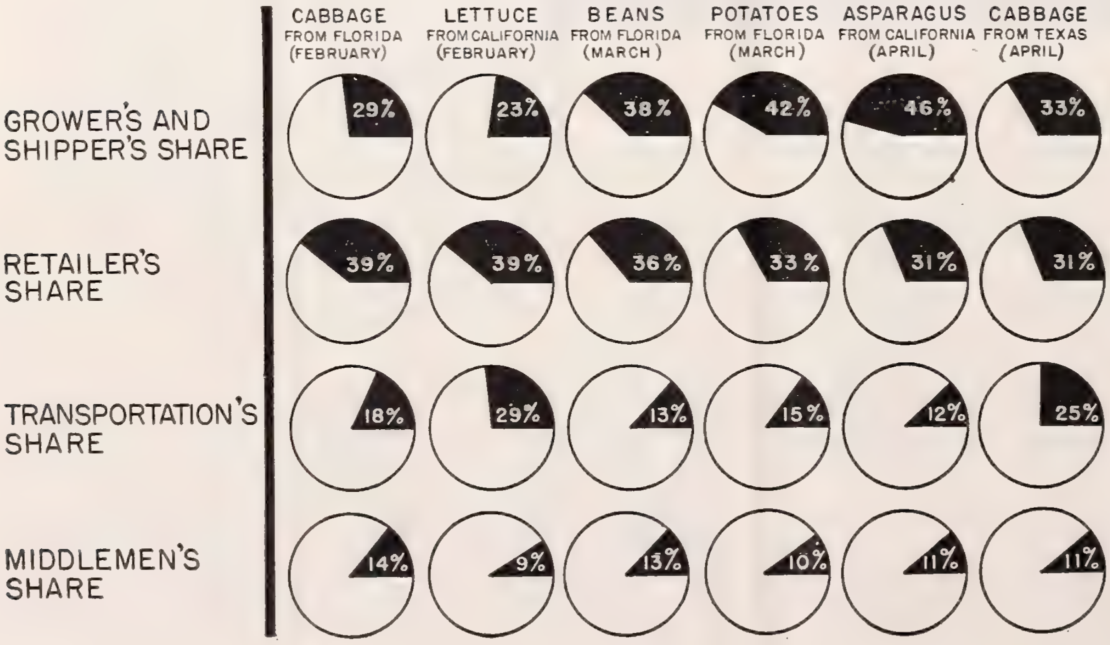
STARTING with the records of a local grocery, where a sale of some fruit or vegetable had been made, the Department traced backward the route by which the food had reached the grocery. Sometimes this journey took the Department back to jobbers; sometimes to both jobbers and wholesalers. Records of each middleman through whose hands the food had passed were studied. Pursuing the route still further, the Department traced the food through the records of the railroad or trucking company which had carried it to market. Finally they located the grower and shipper who had started the food on its road to consumption. "Riding a crate of lettuce from a New York corner grocer to the shipper or grower in far-off California or Florida", is the way the Department describes its procedure, "and noting all the information and the general costs on the way."

GROCER A—to take an example—sold some California oranges last April. He reported his sale to Department investigators who took up the cue from this point and started backward through the records. This grocer happened to buy the oranges from a jobber. The jobber bought them from a wholesaler. The wholesaler bought them at auction. The auction company got the oranges from a railroad company and paid a receiving agent a small fee. The transportation company reported the price which the grower and shipper had received.

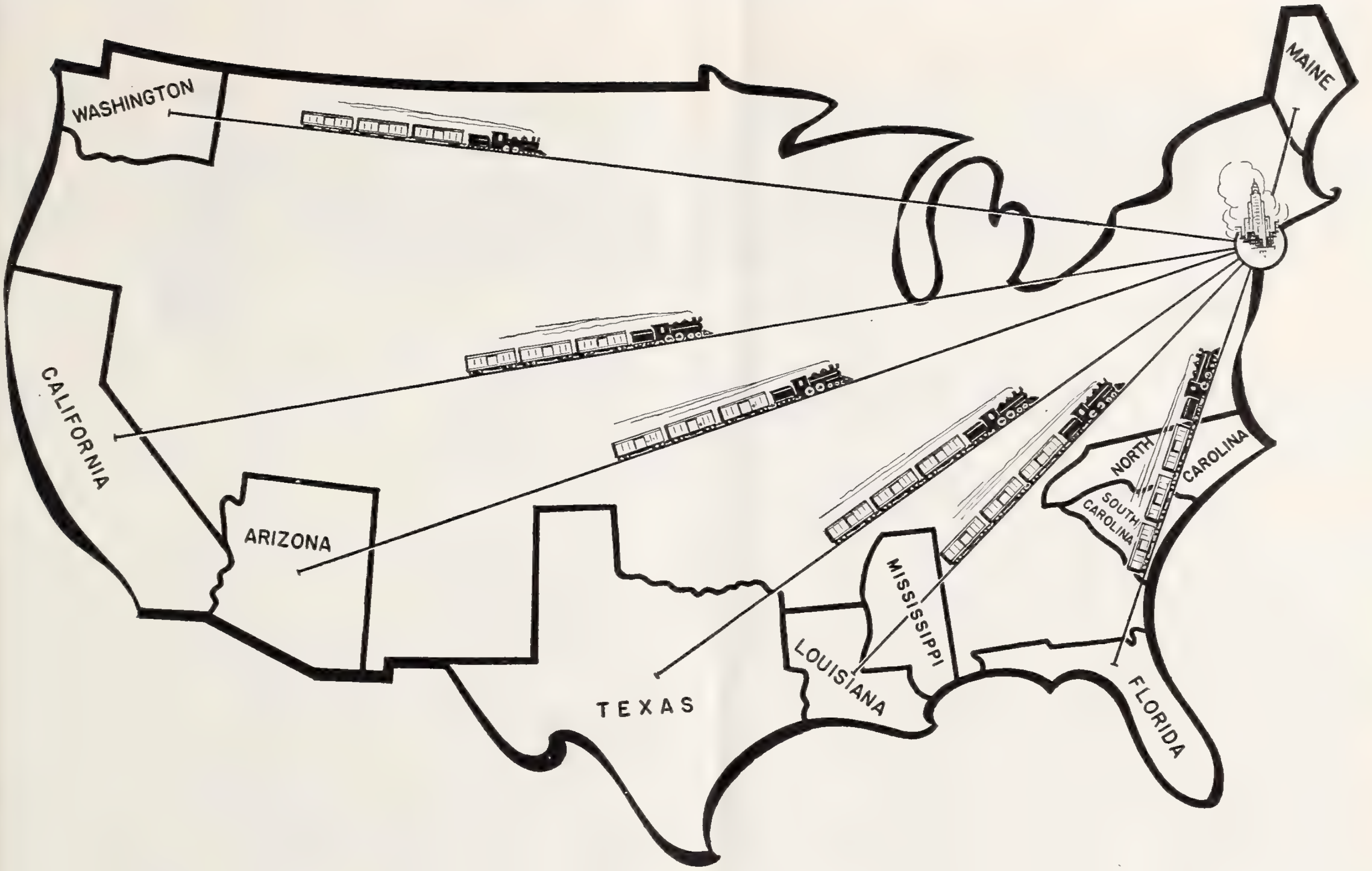
TALLYING up this record, the investigators found these facts: out of each consumer dollar spent for the particular oranges, the grocer kept 34 cents to cover his costs and profits; the jobber kept 5 cents; the wholesaler another 5 cents. The auction company's share was 1 cent; the receiving agent's, 1 cent. Transporting the oranges from California to New York cost 24 cents of each consumer dollar. The total of all these costs of distribution came to 70 cents, leaving 30 cents for the grower and shipper of the oranges.

ONLY by an accumulation of such records as this could the Department get a fair picture of marketing costs. During the 3 months in which the investigation was carried on, each commodity was surveyed an average of 17 times. In some cases as many as 39 checks were made.

INVESTIGATORS collecting data made over 5,000 calls on retailers, jobbers, wholesalers,



Growers and shippers received varying proportions of the dollars which New York City's consumers spent for these fruits and vegetables. Not only did their share vary between States but between foods produced in the same State.



More than 85 percent of the fruits and vegetables surveyed in the months February, March, and April came from distant growing centers. Transportation costs took an average of 18 cents from each consumer dollar spent for these foods.

shippers' agents, railway and trucking companies. Between February 1 and April 30, some 100 commodities from various States and in several instances from foreign countries were covered. Every method of distribution of produce in the city was studied and carefully followed. More than 800 case histories were analyzed.

FRUITS and vegetables are not all distributed through the same trade channels. Wholesalers or commission men usually are the first to handle the produce after it arrives on New York markets. Wholesalers buy in large quantities and deal directly with jobbers or retailers. Jobbers buy in less than carload lots and resell to retailers, hotels, restaurants, and purchasers of small quantities—a box of oranges, a crate of lettuce, a bag of onions. There are approximately 100,000 retailers—corner grocers, fruit and vegetable stores peddlers—who buy from middlemen and sell to consumers.

WINTER SEASONS, when the survey was made, had much to do with the fact that more than 85 percent of the commodities included in the survey came from the most distant growing centers, such as California in the West and Florida in the South. Florida led the States as a source of supply with 18 out of 35 commodities covered in the survey originating in that State. California was second with 15; Texas third with 8. Nearby regions, such as New Jersey, New York, and Long Island, supplied only a little more than 10 percent of the items studied. Less than 2 percent of the total came from foreign countries—tomatoes from Mexico, eggplant, lima beans, and tomatoes from Cuba, turnips from Canada, and grapefruit from Puerto Rico.

DISTRIBUTION of the consumers' dollar among shippers and growers, transportation companies, middlemen, and retailers is shown by the figures collected by the investigators. Growers and shippers on the average received 37 cents of each dollar spent for all foods included in the study. Growers and shippers located nearest to New York had a slight advantage over those in more distant parts of the country and those in foreign countries. Average figures show that eastern growers and shippers got 39 cents of the dollar spent for fruits and vegetables compared with 36 cents for those in southern regions, and 35 cents for western growers and shippers. Foreign growers and shippers fared least well, retaining 31 cents of each dollar spent for foods marketed by them.

ORGANIZED growers of citrus fruits, it was discovered, stood a better chance to receive a larger share of the consumers' dollars than did the growers of other fruits and vegetables.

IMPORTANT variations showed up in the share of consumers' dollars going to growers and shippers located in different States and growers and shippers of different commodities located in the same State. Florida growers and shippers who marketed cabbage in February got 29 cents, while Texas growers and shippers who marketed cabbage in April received 33 cents of the dollar spent by consumers for this vegetable. Lettuce growers and shippers in California who marketed their produce in February received 23 cents as against 46 cents received by California growers and shippers of asparagus in April.

TRANSPORTATION charges—the cost of carrying fruits and vegetables from grower to market—required an average of 18 cents of the consumer's dollar spent for commodities included in the survey. Produce shipped from Western States took 22 cents of each dollar and compares with 18 cents for shipping fruits and vegetables from Southern States and 8 cents for bringing produce from nearby eastern regions.

MIDDLEMEN took about 8 cents of each dollar spent for fruits and vegetables in New York City markets. These so-called middlemen are the wholesalers and jobbers. Both wholesalers and jobbers figured in 69 percent of the examples studied. In the balance of cases, the receiver or wholesaler sold directly to the retailer. When both wholesaler and jobber took part in the transaction, grower and shipper got a smaller part of the dollar spent for fruits and vegetables. When only a wholesaler intervened, growers and shippers received an average of 36.5 cents of each dollar spent for these foods, and 35.9 cents when both wholesaler and jobber stood between them and the retailer.

RETAILERS, last in the marketing process and who sell direct to consumers, kept on the average 37 cents of each dollar spent for these foods, the same as the average share retained by growers and shippers. Sometimes retailers swelled their share by buying direct from a wholesaler rather than through a jobber. When this happened, they appeared to retain 38 cents of each dollar as against 35 cents obtained when retailers bought from jobbers. The added 3 cents kept by the retailer when no jobber is involved compares with 6/10 cent additional going to grower and shipper.

LIMITATIONS of this investigation are recognized by the officials of the Department of Public Markets. Only a small percentage of the total volume of trade in fruits and vegetables were covered. The data refers only to the 3-month period from February through April. Additional research on the fresh fruits and vegetables marketed during the remaining months of the year and research covering all foods

[Concluded on page 22]

37 cents of each dollar went to farmers and shippers

18 cents of each dollar went for transportation

8 cents of each dollar went to wholesale handlers

37 cents of each dollar went to retailer

Tracing back 100 fruit and vegetable purchases, made between February 1 and April 30, to their origin gave New York City's Department of Markets a picture of the share of consumers' dollars going to growers and shippers, transportation companies, middlemen, and retailers. These amounts, which are approximate, represent the average share in each dollar.

COOPERATION

Many farmers and consumers are exploring the cooperative way of making and marketing their necessities as a two-way route to a greater purchasing power and a better living. Farmers look to cooperative purchasing to cut their costs of production and to gain for themselves a larger share of consumers' dollars. Consumers look to cooperation to cut their living costs and to make possible greater consumption of farm products. Whether costs can, or should, be cut in this way is the subject of much discussion. Many besides those engaged in the field are interested in learning what the cooperatives are doing.

OLD-TIME auctioneering is coming back on a cooperative basis. Cooperative marketing of poultry and eggs has taken on a new phase in the Northeastern States, especially in Massachusetts, New Hampshire, Connecticut, New York, New Jersey, Pennsylvania, and Ohio. Farmers, organized in small cooperative associations, send their eggs and live poultry once or twice a week to a central marketing place. There, State-licensed inspectors carefully examine and grade the eggs according to weight, color, and cleanliness. The poultry is examined for disease, and graded for age, weight, and height.

BUYERS from nearby cities attend regularly, make their bids, pay cash for what they buy, and carry the merchandise away with them. Distribution costs for farmer-cooperators are thus kept very low. There is incentive, too, for farmers to turn out a high-quality product. Every farmer has an identification number attached to products from his farm. Satisfied buyers bid generously on merchandise bearing a number they recognize from a previous sale. Among the buyers are "egg-route men", grocers, and representatives of certain chain stores.

CONSUMERS of poultry products sold on this auction plan stand to benefit because they are buying inspected and graded food. They know that lowered distribution costs give the farmer a larger share of the money they pay for every dozen eggs. They know also that they are getting the advantage of prompt handling.

THE COOPERATIVE DIVISION of the Farm Credit Administration is about to begin an extensive study of poultry and egg auctions. As soon as it is available, detailed information on the subject will appear in the CONSUMERS' GUIDE.

LARGEST cooperative egg business in Pennsylvania is run by the Bradford County Egg Producers' Association. Last year the association marketed 43,871 cases of eggs for $452,699. Membership during the past 6 years has grown from 12 to 347.

★

FROM 400 members to 3,000; from 2 stations to 14; from 1 truck to 4, and 2 transports hauling gasoline--this is the 3-year record reported from a cooperative oil company in Meridian, Idaho. Operations of this cooperative commenced in April 1933. Not only have memberships and business grown in the 3 years since, but four dividends to members, amounting to more than $50,000, have been paid.

★

WITH 900 out of the 1,500 families in the town belonging to the local cooperative, Maynard, Mass., took the spotlight when the twelfth annual convention of the Eastern Cooperative League was held there on May 30 and 31. A group of Finns started Maynard's United Cooperative Society in 1925. This year its cooperative guests were offered a look at two modern markets, a milk plant, a bakery, a coal yard, and a gas station—all of them owned and operated by the United Cooperative Society, and doing a business which in 1935 totaled $392,000 and returned to cooperative members dividends of $17,000.

VISITING delegates to the Eastern Cooperative League represented 59 affiliates, an increase of 36 over 1935, which reach from Maine to Delaware. Throughout this area, the League carries on educational work for the cooperative movement. Prominent among the affiliated organizations of the League is the Eastern

Cooperative Wholesale which reported increased volume of sales, increased membership, and sound financial condition. Plans were announced for a new summer institute to be held in Pennsylvania along with one at the Massachusetts State College to help answer the demand for training in cooperation.

★

FIRST WORD from Stockholm says that President Roosevelt's Committee on Cooperative Enterprise in Europe has almost completed a study of Swedish cooperative stores, factories, and housing projects. (Names of committee members and associates appeared in the last issue of CONSUMERS' GUIDE.) Swedish cooperatives have more than 2,000,000 members—out of a total population of 6,200,000. Industrial workers, farmers, and professional people are among the cooperators. Complete details on the Committee's findings will appear in CONSUMERS' GUIDE in a few months, after the group has returned to America.

STAY-AT-HOME consumers who have to do their traveling vicariously can get a graphic picture of European cooperation from a 34-page booklet, "A Trip To Cooperative Europe", written informally and illustrated with photographs of international cooperative activities. This booklet may be obtained by sending 5 cents to the Cooperative League, 167 West 12th Street, New York City.

★

MEMBERS of the Farmer's Cooperative Society of Quanah, Tex., have received back from their cooperative $220,000, representing savings during the 13 years of the cooperative's existence, according to a recent report. Number of stockholders in this period has grown from 125 to 682. The April 30, 1936 statement of the organization also shows a net worth of $94,000. The cooperative's main business is ginning cotton for its members, but it also purchases for them consumers' supplies of all sorts.

★

MINNESOTA, Wisconsin, and Iowa together have about one-third of all farmers' cooperative marketing associations in the United States, according to a report of the Farm Credit Administration. In 1935 the 8,794 associations all over the country had an estimated membership of 2,490,000. In Minnesota alone there were over a quarter of a million members. Total business of marketing cooperatives during the 1934-35 marketing season amounted to about $1,343,000,000. California's $167,410,000 led all other States in volume of business. Chief among the commodities marketed by the cooperative groups were dairy products, grain, fruits and vegetables, livestock, cotton, and cotton products. Dairy products alone did almost a half million dollars worth of business. Old records show that dairy farmers were the first to try group marketing in America; a cooperative cheese factory was in existence as long ago as 1810.

★

TURKEY OWNERS from seven counties in Texas have opened a cooperative turkey hatchery. Self-help enabled these producers to purchase an incubator with a capacity of 7,500 eggs. By pooling their resources and working together they hope to improve the grade of their average turkey flock. They have already sold a large number of young turkeys, have had inquiries from 16 States, and have won awards on their displays of poults at the Texas Centennial.

★

THREE cooperative marketing associations each year handle from one-fourth to one-third of America's rice crop. Located in Louisiana, Arkansas, and California, these three organizations during the marketing season 1934-35 sold about a half billion pounds of rice. One of the groups handles rough rice only while the other two operate mills and market clean rice.

IN 1935 the Louisiana association had about 1,200 members and sold over 2,000,000 barrels of rice, with a total value of $6,270,600. Besides handling rice, the association purchases supplies of various kinds, especially bags and twine, for its members.

★

FARMER-COOPERATORS at Crosbyton, Tex., recently purchased a grain elevator and are now operating it for the benefit of the 110 members. Much wheat of good grade has been coming to the elevator. Besides storing and

[Concluded on page 23]

Taking electricity to as many farms as possible in the shortest possible time is the purpose of the Rural Electrification Act which transfers emergency activities to a new agency with a 10-year program.

A Consumers' Digest of Legislation Proposed and Passed in the Last Congress

PART II

FIVE important measures passed by the 74th Congress affecting food supplies or costs were reviewed in our July 13 issue. We continue here a summary of other measures, proposed or passed, which are of significance to consumers.

AGRICULTURAL INCOME AND COST OF DISTRIBUTION INVESTIGATION

WHEN Congress instructed the Federal Trade Commission to expand its investigation into agricultural income and the economic condition of farmers in general, it increased the scope of the investigation which was authorized by Public Resolution No. 61, passed by Congress in August 1935. This resolution directed the Federal Trade Commission to make a study of agricultural income and the cost of processing and distributing the principal farm products. Report by the Federal Trade Commission was to be made to Congress by July 1 of this year.

FUNDS for this study as originally authorized—$150,000—were not made available until February 11, 1936. Recognizing that more time was needed, the second session of Congress, in Public Resolution No. 86, gave the Federal Trade Commission until October 1, 1936, to make its report on the general investigation together with recommendations for legislation.

DURING the closing days of the last session, Congress again changed its original order. Now the Federal Trade Commission will include an investigation of fresh fruits and vegetables as well as the other principal farm products. A report on fruits and vegetables is to be given Congress before January 31, 1937, and a final report together with recommendations for legislation not later than May 31, 1937.

CONGRESS made available the unexpended balance of the previous appropriation and authorized an additional $150,000 for the enlarged study. The additional money, however, was not appropriated. A description of the investigation being made by the Federal Trade Commission appeared in the CONSUMERS' GUIDE of April 6, 1936.

ROBINSON-PATMAN PRICE DISCRIMINATION ACT

CONSUMERS have watched with interest the path of price discrimination legislation through Congress. After holding extensive hearings and lively debate, on the various proposals for regulation of price discrimination, the Robinson-Patman measure passed the Senate, April 30, without a record vote and by the House, May 28, 290-16. It became law—Public No. 692—on June 19. The Federal Trade Commission will administer those provisions of the act which create a civil liability for certain pricing practices.

THIS ACT amends section 2 of the Clayton Act which forbids price discrimination made for the purpose of lessening competition. All discriminations which injure, prevent, or destroy competition with the seller or with the buyer are now prohibited, unless the seller who discriminates can prove that the variations in his prices to different customers make only due allowance for differences in costs of manufacture, sale, or delivery.

MAIN purpose of the act is to regulate quantity discounts, brokerage allowances, and advertising allowances granted by manufacturers to distributors and yielding an advantage to large distributors over those who buy in smaller quantities. Advocates of the legislation allege that such advantages to large buyers have been excessive and unfair. Just what the legislation, as passed specifically, permits or prohibits is the subject of much debate and discussion among manufacturers, distributors, trade associations, and their attorneys. A particularly difficult question, in this discussion, and a question of great interest to consumers, turns upon the kind of proof that a manufacturer must, or can, bring forward to justify quantity discounts which he now grants to his large customers, such as chain stores, department stores, and mail-order houses.

THE Federal Trade Commission will fix quantity limits for particular commodities "where it finds that available purchasers in greater quantities are so few as to render differentials on account thereof unjustly discriminatory or promotive of monopoly in any line of commerce." Greater discounts for larger quantities than the limit set by the Commission may not be given, regardless of savings in cost to the seller which such larger quantities may involve.

NOTHING in the act is to be interpreted to prevent a cooperative association from returning to its members, producers, or consumers the whole or any part of the net earnings or surplus resulting from its trading operations.

VIOLATIONS subject the discriminator to cease and desist order of the Federal Trade Commission or to threefold damages to a person proving injury resulting from the discrimination. Another section, which requires equal treatment of all who buy like quantities of like goods and prohibits unreasonably low prices or local discrimination destructive of competition, imposes criminal penalties—$5,000 fine, 1 year in jail, or both.

FOOD AND DRUG LEGISLATION DEFEATED

MOST debated food legislation which failed to pass during the last session of Congress was a virtually new food and drug bill. This measure—S. 5—was designed to prevent the manufacture, shipment, and sale of adulterated or misbranded foods, drugs, and cosmetics, and to prevent the false advertisement of these products.

CHIEF purposes of the new bill were to include cosmetics and devices not covered in the original food and drug act of 1906, to extend control over advertising as well as labeling of all products covered, and to remove administrative difficulties from the present act. The bill was designed to furnish a more effective protection to consumers of foods and drugs than the original statute now provides.

THE first bill to modernize the Federal Food and Drug Act was introduced on June 12, 1933, as Senate Bill 1944. In January and

February of 1934, the measure underwent two revisions known as Senate Bills 2000 and 2800. On January 4, 1935, a further revision appeared as Senate Bill 5. After extensive amendment it passed the Senate on May 28, 1935, and was sent to the House of Representatives. The bill remained in the House Committee on Interstate and Foreign Commerce until May 22 of this year. Pressure by the Administration resulted in a revival of this bill during the last days of the second session.

UNDER a suspension of the rules a considerably modified bill passed the House, June 19, with more than the necessary two-thirds majority, 151 to 27. Conferees from both the House and the Senate met June 20 to iron out the differences, but could not reach an agreement on the administration of the advertising section of the bill. In an attempt to save the bill, Senator Copeland suggested a compromise on the floor of the Senate, giving the Food and Drug Administration control over false and misleading advertising which had reference to health, and leaving all other false and misleading advertising subject to the control of the Federal Trade Commission.

IN this form the bill was approved by the Senate. It failed to pass the House, 190-70.

RURAL ELECTRIFICATION ACT

PRESIDENT ROOSEVELT signed the Norris-Rayburn Rural Electrification Bill May 21. This act, Public No. 605, authorizes the transfer of emergency activities to a new agency with a 10-year program, the Rural Electrification Administration.

PURPOSE of the Rural Electrification Administration is to take electricity to as many farms as possible in the shortest possible time. To accomplish this purpose loans are authorized to be made to those rural areas not receiving central station service.

PROVISION is made for two types of loans: (1) the construction and operation of generating plants, electric transmission, and distributing lines or systems; and (2) wiring, electrical and plumbing appliances, and equipment. Preference for loans must be given to cooperative, nonprofit, or limited dividend associations, people's utility districts, municipalities, States, Territories, and subdivisions and agencies thereof.

Significant to consumers is the kind of proof which a manufacturer must, or can, under the Robinson-Patman Act, bring forward to justify quantity discounts which he now grants to his large customers.

FUNDS during 1937 will come from the Reconstruction Finance Corporation—$50,000,000. Thereafter, for a period of 9 years, Congress is authorized to appropriate funds for loans up to $40,000,000 each year.

FIFTY PERCENT of the annual sums available for loans will be allotted in the States in the proportion their unelectrified farms bear to the total unelectrified farms in the United States. The balance will be available without allotment, but not more than 10 percent may be used in any one State or Territory.

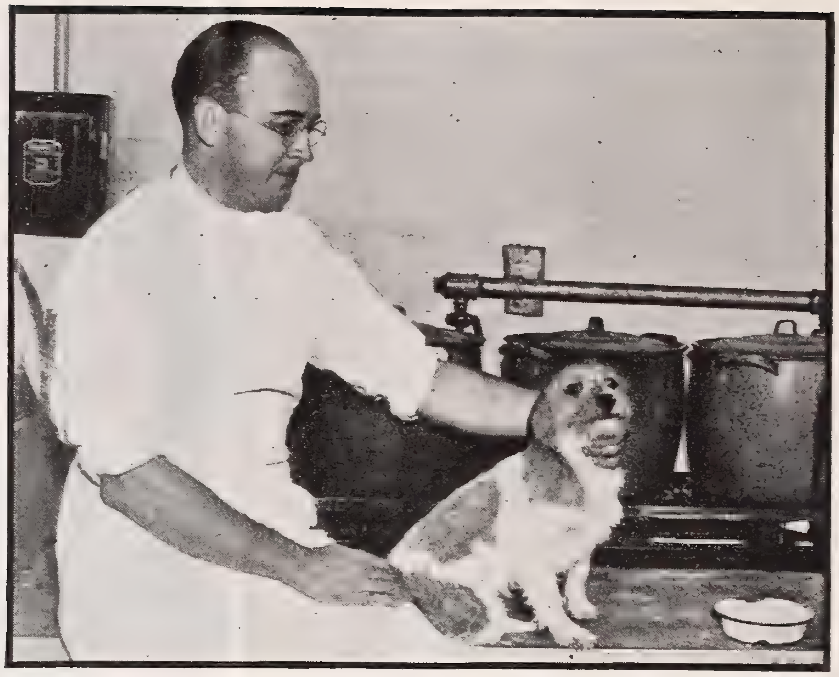
ADMINISTRATION of the act will be on a nonpartisan basis, and the execution of the law is entrusted to an administrator appointed for a 10-year term.

ELECTRIC HOME AND FARM AUTHORITY

APPROVAL by the President, March 31, of a bill to extend the life of the Electric

[Concluded on page 23]

Dogs help the United States Public Health Service scientists in their search for the pellagra-fighting factor in foods.



pushing back the Vitamin Boundaries

Final chapter in the story of the part small laboratory animals play in the search for secrets of mysterious factors in human health

NEXT VITAMIN* in line for a name after the sunshine vitamin had received the title "D", was the so-called "anti-sterility" Vitamin E. Laboratory researchers came to realize that a rat was not adequately fed if it was merely kept alive, growing, and even in sleek and apparently healthy shape. It must produce healthy young rats, which in turn should continue the line in succeeding healthy generations. Some diets showed how far short they fell of complete nutrition only by the lack of this ability. Nutritionists discovered that more than one already discovered vitamin played a part in the job of keeping life going on, but they found there was still another which did not fit into the specifications of any vitamin yet known, but which seemed to work specifically at the job of reproduction. They found this vitamin along with other food values in lettuce and more strikingly in the germ of wheat.

LATER RESEARCHERS toned down the sharpness of the discovery by stating that if it ever should be proved that Vitamin E specifically is necessary to human beings we need not take especial pains to get it, for it exists in many different foods along with vitamins known to be essential. Any diet that includes correct balance of the other food values is bound to give us plenty of Vitamin E.

VITAMIN G, meanwhile, rode the center of a scientific tempest. Still unidentified, it was playing strange tricks on the researchers who were experimenting on Vitamin B. Some foods known to be rich in Vitamin B because they cured polyneuritic pigeons would not make rats grow. But on other foods also containing Vitamin B the rats grew well, showing that some foods contained along with Vitamin B another factor needed for growth.

"VITAMIN B2" is the name in England for the second factor. In America it is Vitamin G. Now science has gone further to the conclusion that when the facts are all in they will show that the early Vitamin B "complex" includes not only the present Vitamin B and Vitamin G but many other factors with different jobs which will some day call for new christenings.

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*Earlier chapters of this series appeared in the CONSUMERS' GUIDE of April 20, 1936, May 18, 1936, June 1, 1936, and June 29, 1936.

SOURCES of Vitamin G are notably lean meat and glandular organs, like liver, kidney, heart, and so on. Eggs, milk, and green leaves, and the germ parts of cereals rate too as "excellent." Vitamin G stands heat pretty well, but if the food is cooked in too much water and the water thrown away, much vitamin value is lost. And soda or any other alkaline substance destroys Vitamin G.

PELLAGRA gave Vitamin G its first popular publicity--mistaken publicity, as it has only recently turned out to be. A miserable disease of under-privileged people in many countries, pellagra was sweeping more and more disastrously over our Southern States. The United States Public Health Service threw its scientific forces into the search for the cause of the ravaging disease. From studies done on the spot, they learned pellagra was not a germ disease, that it was due to diet deficiency. Families raising only cotton, living mostly on cornmeal, grits, white flour, polished rice, sugar, molasses, and fat pork, were the main sufferers. People who drank milk and ate lean meat simply did not get pellagra. The scientists wondered first if the dietary lack might not be protein, supplied so richly by meat and milk.

STUDIES with human beings serving as subjects, and laboratory experiments with dogs proved that protein was not the answer to their questions. They found that these protein foods also contained a "heat-stable, pellagra-preventing factor" and the Public Health Service doctor who led the way in the fight against pellagra called this factor the "pellagra-preventing or P-P Vitamin."

NEATLY PARALLELING these studies of pellagra in humans and dogs were laboratory experiments showing that a heat-resistant factor found in the same materials would cure in rats symptoms that seemed to match those of human pellagra. The similarity between the two lines of experiment was so convincing that in 1929 the American Society of Biological Chemists officially agreed that the two "heat-stable" factors were the same and should be called "Vitamin G."

1936 REVERSED the story and separated the two factors again, since evidence has piled up to show that the disease of the laboratory rats was different from pellagra, and that the two heat-stable factors cannot be used interchangeably to effect their cures. It now seems that the scientists who had been studying Vitamin G since 1929 were largely measuring the values of certain "flavins", and flavins will not cure pellagra. The "pellagra-preventing or P-P factor" will not cure the symptoms from which the laboratory rats were suffering. So the facts as they now stand show that the two factors though occurring together in so many foods are actually separate and distinct.

WITHOUT enough of the pellagra-preventing factor in the diet, people begin at first to lose weight, lose appetite, and feel generally weak. More severe lacks show in more acute signs ranging all the way to acute pellagra.

BEST SOURCES of the pellagra-fighting factor are lean beef, chicken liver, buttermilk, collards, fresh peas, turnip greens, and tomato juice.

FROM THE point of view of the scientist much must still be learned about vitamins, many factors are still to be identified and named. But for the practical person in search of healthful diet, the moral of the story of Vitamin G is again that the safest rule is to choose a wide variety of foods which include an ample quota of those food values definitely known.

CONSUMER QUERIES AND COMMENTS

[Concluded from page 2]

cause much less trouble from wrinkling, such as knitted cottons, the new cotton laces, and soft weaves of silk. Watch for the new crease-resistant cottons, linens, and synthetics. Other fabrics are labor-savers because you can iron them dry; the old reliable pongees and shantungs, the newer synthetic sheers, cotton laces, wrinkle-resistant voiles. Better still, rough cotton-knits require no ironing at all... Fabrics that pick up soil most easily are the napped materials. Smooth surfaces are more likely to resist soil. Light plain colors need the most frequent laundering. Small all-over designs and prints with dark backgrounds probably show soil least of all... Other tips on labor-saving in summer laundering can be had from the Bureau of Home Economics, of the Department of Agriculture, Washington, D. C.

Amateur testing of unlabeled but officially graded canned peas has been used by more than one consumer group eager to learn the relation between price and quality in the foods they buy.

Standard Facts

Answers to consumers' questions about the use of Government grades on canned fruits and vegetables.

MILLIONS of dozens of cans of canned foods are now sold annually on the basis of Government grades. Huge loans are frequently supported by official certificates indicating the quality of canned foods covered by warehouse receipts. Millions upon millions of labels on canned fruits and vegetables indicate the quality of canned products in the terms of Department of Agriculture grades for the assistance of the consumer.

NEWS of the progress in A, B, C grade labeling on the cans consumers buy has frequently appeared on the pages of the CONSUMERS' GUIDE. Readers who follow the GUIDE have shown their interest in this news and in the significance in general of grades and standards on consumer goods. This interest has expressed itself in questions on the more technical aspects of the situation: Just how this Government grading service came into being, how it operates, what is its procedure, and how it is used.

QUESTIONS reflecting this expanding interest are published here, with their answers from the Bureau of Agricultural Economics, whose experts formulate standards for canned goods and perform the grading.

Under what authority does the Federal Government grade canned fruits and vegetables?

Under the Farm Products Inspection Act.

What is the Farm Products Inspection Act?

It is the provision carried in the annual appropriation act for the United States

Department of Agriculture authorizing the Secretary of Agriculture to investigate and certify to shippers and other interested parties the class, quality, or condition of certain farm products including fruits and vegetables.

Does the law require all farm products to be graded?

No; it is permissive—not mandatory.

Who may make use of the service?

Any person who is financially interested in a lot of canned fruits or vegetables may request that they be officially graded.

Who are usually "financially interested" and entitled to the use of the grading service?

Canners, brokers, bankers, wholesale grocers, retail grocers, and managers and buyers of chain stores are examples.

Are investigations made to ascertain whether applicants are entitled to service?

Yes. The official grader of whom request is made for grading ascertains whether applicant is entitled to service before grading. Possession of canned foods usually indicates a sufficient financial interest but this is not always conclusive.

Are the grades developed to serve the interests of any particular group?

No. The grades are developed to serve the interests of producers and/or canners, financing agencies, distributors, and consumers.

In what form are the results of grading reported?

Official certificates of grade are issued by official graders.

Of what force and effect are the certificates in court actions?

By the terms of the law the certificates issued by the authorized agents of the Department of Agriculture are admissible in all courts of the United States as prima facie evidence of the truth of the statement therein contained.

What purposes are served by certificates of grade?

Two of the more important purposes are that they serve as documentary evidence of grade to accompany warehouse receipts in financing operations, and that they serve as proof of grade to accompany shipping documents in making delivery.

What prepared fruits and vegetables may be graded?

Any fruits or vegetables that are packed in hermetically sealed containers and have been sterilized by heat.

For what canned fruits and vegetables are official or tentative standards for grades now in effect and used by the grading service?

Apples, applesauce, red sour pitted cherries, grapefruit, grapefruit juice, peaches, and pears; asparagus, dry beans, lima beans, snap beans, beets, carrots, cream-style corn, whole-grain-style corn, mushrooms, peas, pimentos, pumpkin, sauerkraut, spinach, tomatoes, tomato catchup, tomato juice, and tomato pulp.

According to what standards are canned fruits and vegetables graded?

On official or on tentative standards for grades, or on other standards suitable for the purpose.

What procedure obtains in the development of grades?

A study is made of the qualities actually being produced in typical canneries in all parts of the country. Studies are made of trade and consumer preferences and the grades are so drawn that each grade represents clearly distinguishable differences in monetary value.

Are official graders Government employees?

Yes.

On what basis are official certifications of grade made?

On the basis of representative samples.

Does the Department of Agriculture prescribe how samples shall be drawn and the number to be drawn?

Yes. For example, 24 cans of No. 2 size are drawn at random from a lot of 1,000 cases.

Does the grader certify facts aside from grade?

Yes. The grader will reflect any facts that are necessary to give interested parties an accurate description of quality and condition of the samples, and every factor having a bearing on the value of the lot.

Will the grader certify to the condition of the tin containers, the labels, or the shipping containers?

Yes. The grader will reflect in his certificate all pertinent information having a bearing on the value of the goods; for example, whether the cans, or labels, or shipping containers are damaged and, if so, to what extent.

Is a fee charged for the service?

Yes. The Congress requires that a fee be charged to reimburse the Government as nearly as may be for the actual cost of the service.

If a grader draws the samples and grades the samples, what fee is charged?

The basis is $5 per carload. Any expenses allowable by law and incurred by the inspector while absent from his official station are also charged to the applicant.

Are provisions made for grading large quantities at reduced rates?

Yes; under certain conditions. Since fees are to be so assessed as to cover the cost as nearly as possible, if the applicant's volume is such that, under the conditions he will offer it, the business can be handled at less expense to the Government, then grading may be done at reduced rates.

In what way are the interests of the consumers served?

The simple nomenclature, when shown on labels, should afford a valuable guide to the housewife in making purchases. The nomenclature employed in the grades is very simple, "Grade A", "Grade B", "Grade C", and "Off-Grade" or "Substandard." The last group in some commodities, for example, canned peaches, is divided into four additional grades, "Grade D", "Grade E", "Grade F", and "Sample Grade."

What is the purpose of these designations?

To provide a simple means by which the various qualities or types can be readily distinguished.

Are these new terms?

They are comparatively new, so far as canned foods are concerned. The trade is gradually coming to use them as the members become more familiar with the purpose of the grades.

How do the terms compare with terms used in the trade?

"Grade A" is synonymous with the trade term "Fancy"; "Grade B" with the trade terms "Extra Standard" or "Choice"; and "Grade C" with the trade term "Standard."

When canned fruits and vegetables have been graded, is the container in which the product is carried required to show the grade of the contents?

No. It is entirely a matter of discretion with the canner or distributor whether the container shows the grade of the contents. The extent to which consumers demand grade labeling largely influences the extent to which grade labeling is used.

Does the Department recommend that additional descriptive terms be employed to amplify grade terms?

Yes. Information indicating style of pack, variety, color, range of count of pieces or units, the number of servings, and any other information appropriate for the product should accompany the statement of grade. For example, the labels of canned peas should accurately convey to the buyer the size to be expected in the can, if vacuum packed the label should so state, the number of servings should be indicated, and the type of peas, that is, whether of the early- or late-maturing sorts. Salt and/or sugar are commonly employed in packing many commodities and frequently a statement as to their presence is distinctly helpful, particularly to consumers who must bear in mind dietetic considerations when buying food.

What class of product is found in "Grade C" or "Standard" grade products?

Good wholesome food. In this grade a large percentage of all canned foods is found. The raw products used in this grade may not be so carefully selected as to size, color, and maturity as in the higher grades. Products of this grade should sell at cheaper prices than products of the higher grades, but in many commodities the food is just as nutritious.

What class of product is found in "Grade B" or "extra Standard" grade products?

In this grade will be found vegetables that are more succulent than those in "Grade C"; moreover, the fruit is better selected as to color, size, and maturity. Consumers find products of this grade to be very satisfactory for general household purposes.

In brief, what does the term "Grade A" imply?

Only the finest products may bear this term. The fruits and vegetables are very carefully selected as to size, color, and ma-

[Concluded on page 22]

A FAMILY of TWO

Moderately Active Adults Will Have an Adequate Diet at Minimum Cost if They Get These Foods in These Amounts Every Week*

FATS AND SUGARS

2 pounds fats,
2 pounds sugars.

BREADS

8 pounds flour and cereals, or corresponding quantities of bread, other baked goods and cereals.

MILK

7 quarts milk, or its equivalent in evaporated milk, cheese, dried whole milk, dried skim milk, and butter.

FRUITS AND VEGETABLES

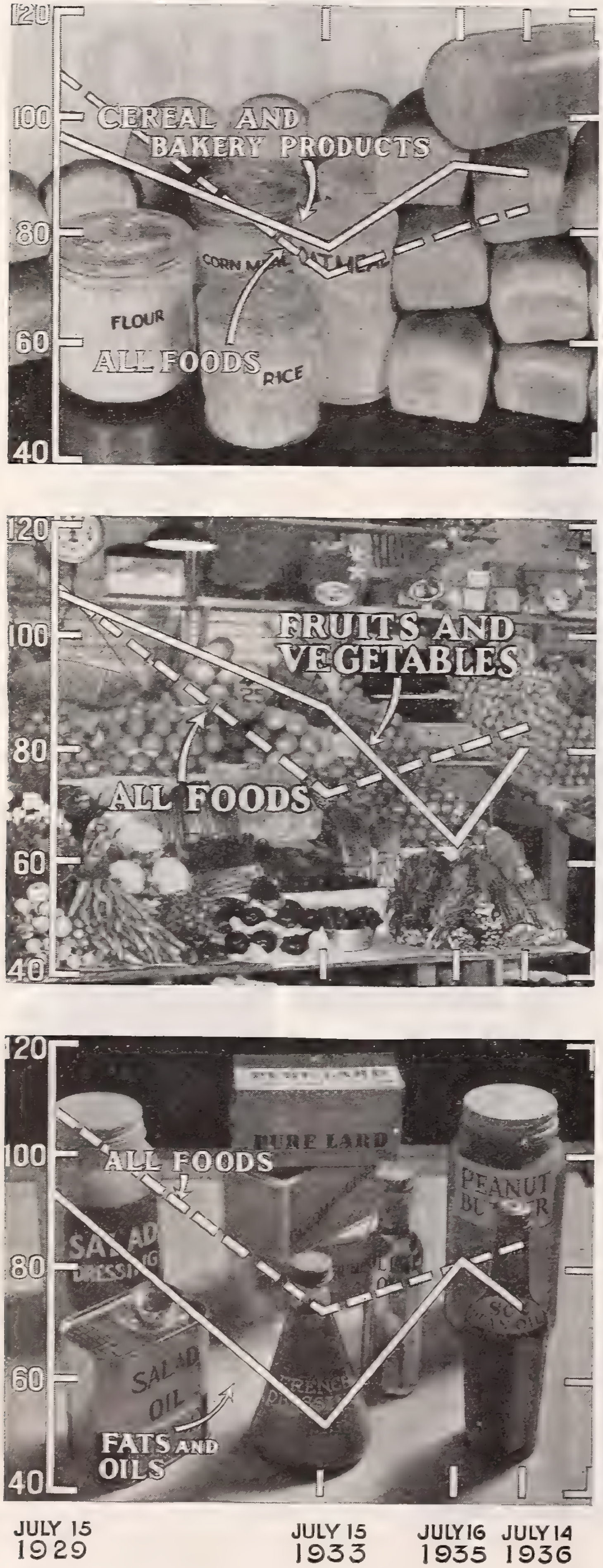
6 pounds potatoes and sweet potatoes; 1¼ pounds dried beans, peas and nuts; 2 pounds tomatoes and citrus fruits; 3½ pounds leafy green and yellow vegetables; 5 pounds other vegetables and fruits.

LEAN MEAT FISH POULTRY EGGS

3 pounds lean meat, fish, and poultry; two-thirds dozen eggs.

* Based on studies of the Bureau of Home Economics, Department of Agriculture.

A PERSPECTIVE OF FOOD COST CHANGES
1923-1925=100



Your Food Costs

FOR THE FIRST TIME since the middle of May retail food costs on July 14 moved downward when they declined 0.3 percent from June 30. A sharp reduction in retail potato prices which more than offset higher prices for eggs, dairy products, and meats was primarily responsible for the shift in the course of food costs. The effect of this change in potato prices on food costs in general was just the opposite of the situation during May and June when sharp advances in potato prices caused the index of food costs to move upward. Potato prices occupy an important position in the index. If they had remained unchanged during the 2-week period, the index would have advanced 1 percent between June 30 and July 14 instead of showing a decline.

DROUGHT CONDITIONS are almost as severe as during 1934, but the effect of the drought on meat supplies in 1937 appears to be less severe than the effect of the drought of 1934 on meat supplies in 1935. Some decrease in livestock population may occur from 1936 to 1937, but this should be much smaller than the sharp decline from 1934 to 1935. Livestock numbers are now about 14 percent less than the number prior to the drought in 1934 and, with feed grain and hay supplies expected to be larger than during 1934, there will be more feed per head of livestock available. Total meat supplies in 1937 probably will be equal to or above 1935 supplies, but much less than during 1936. However, 1937 retail prices are expected to be higher than in 1935 because of expected increases in consumer incomes. Consumer incomes in 1936 improved for the third successive year and as a result expenditures for meat during the first 6 months were 12 percent larger than during the first half of 1935.

RETAIL FOOD COSTS as reported by the Bureau of Labor Statistics on July 14 were 5 percent above a year ago and about the same percent above mid-May when the recent upward movement commenced. On July 14 the index stood at 84 percent of the 1923-25 average, against 106.5 on July 15, 1929.

FRUITS AND VEGETABLES were the only major food group to register a decline in cost

and Supplies

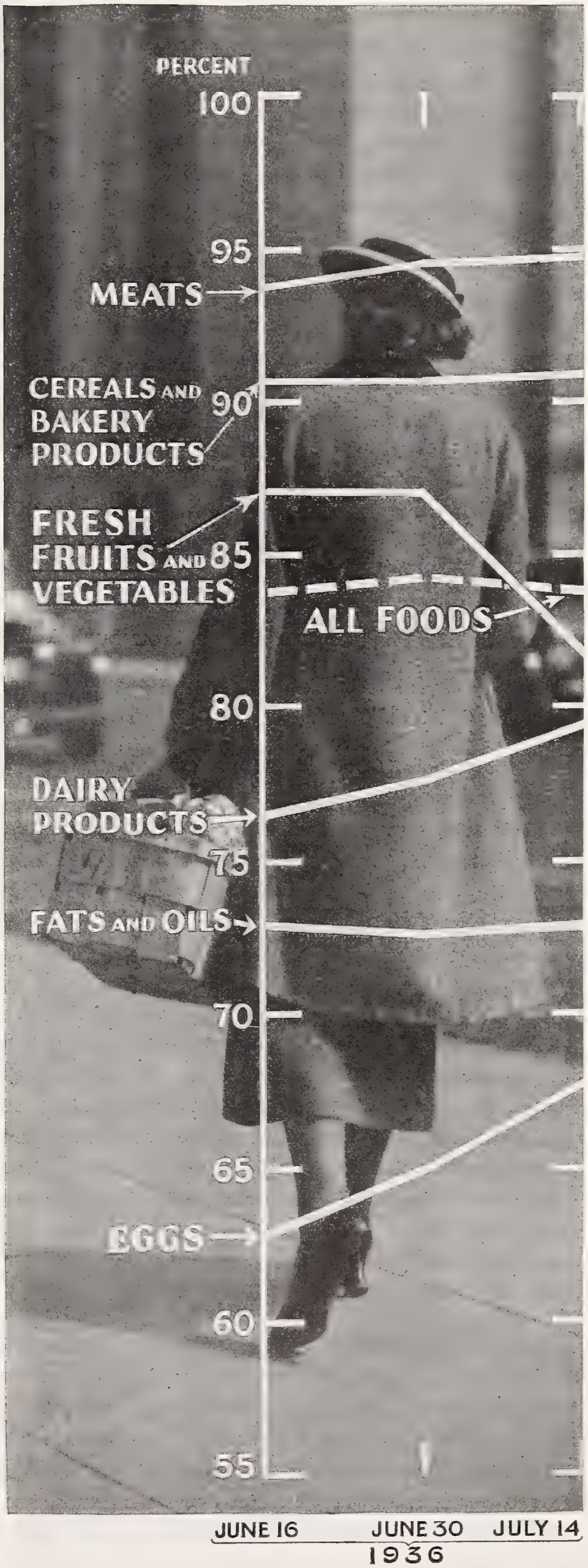
during the 2-week period. The 5 percent decline in their cost was the first downward movement shown by this group since early February, and it was due primarily to sharply reduced potato prices and lower prices for celery, cabbage, carrots, and green beans. Within the group, the cost of fresh fruits and vegetables declined but dried and canned products advanced. Despite this decline, the cost of fruits and vegetables on July 14 was at its highest level for this period since 1933.

EGGS registered the sharpest advance in cost during the 2-week period. Dairy products as a group advanced moderately with an important increase in the price for butter and smaller gains in prices of cheese, and evaporated milk. Meats in general registered only a slight advance as lower prices for lamb failed to fully offset higher beef and pork prices. Compared with this time last year, egg and meat costs were lower, but dairy products were at their highest level for this month since 1930.

DROUGHT CONDITIONS have not been responsible for the major part of recent retail price increases, although the drought may have been used by some individuals as a basis for increasing prices much sooner than necessary. Part of the recent price increases, particularly in eggs and meats, are usual seasonal changes which occur at this time of the year. Increased consumer demand, which has offset the effect of larger supplies especially in meats, has been another price boosting factor. The principal effects of the drought on the consumer's food bill should not be felt until late this fall and next year. This is because the drought has severely checked feed supplies and this will result in an earlier than usual marketing of meat animals and poultry. Consumers interested in noting the effect of the drought on the 1936-37 food supply should read The Official Report on Your Food Supplies for 1936-37 published in the last issue of the GUIDE.

FARM PRICES advanced sharply from June 15 to July 15 as a result of actual and prospective drought damage to growing crops. The change during the period was the largest for any month since August 1934, and carried the index to 115 percent of its pre-war average. This was

A CLOSE-UP OF FOOD COST CHANGES
1923-1925 = 100



the highest point reached since September 1930. Grains, truck crops, and dairy products registered the sharpest increases while fruits and eggs exhibited moderate advances. Meats were the only group to decline in price with lower farm prices for cattle, calves, and sheep offset by higher hog prices. Compared with last July, farm prices of all foods except apples, cattle, and eggs were higher.

POTATO PRICES should continue to decline seasonally during the next few months as supplies from the late producing States begin to arrive at market. Because of the estimated small size of the late crop, potato prices may remain considerably above levels of the past two years. The bulk of our annual potato requirements comes from the late producing States. Shipments of late stocks commence in August and reach their peak in February and March of the following year. This year's late crop is unusually light, and on July 1 was estimated at 264.6 million bushels, a 54-million bushel decline from 1935. The total 1936 potato crop, covering early, intermediate, and late supplies, is expected to be 315.4 million bushels, the smallest since 1925. A 10 percent reduction in growing acreage is primarily responsible for the smaller crop, but unfavorable weather conditions during planting and growing time have been contributing factors. If favorable weather develops there is still a chance that the number of potatoes produced per acre may be increased over present estimates.

RETAIL POTATO prices dropped 0.7 cent per pound from June 30 to July 14. While the retail price of 4.1 cents per pound on the latter date was below the peak price of 4.9 cents reached in mid-June, it was 90 percent above prices a year ago. On July 15, farmers were receiving 141.1 cents per bushel for potatoes compared with 52 cents a year ago, and 136.6 on June 15, 1936.

EGG PRODUCTION declined seasonally during July, but production remained heavier than at this time last year. Egg receipts at major markets during the first 3 weeks of July were 18 percent above a year ago, but many eggs showed quality deterioration due to hot weather. This condition reduced supplies of better grade eggs, necessitated withdrawals from storage, and forced up the price of fancy grades. Egg production usually declines at this time of the year because hot weather reduces egg production per hen. Then farmers begin to cull unprofitable layers from flocks so that they will not have to carry them over during the winter when production per hen is at its lowest. Drought conditions and prospects of higher feed prices have caused an earlier and heavier than usual culling. If heavy culling continues, smaller flocks will be carried over to 1937 with lower production in that year. The principal price raising effects of the drought on eggs will not be felt until 1937 because fall egg supplies come mainly from New England and Pacific coast States where the drought has not been severe.

EGG PRICES to consumers advanced seasonally 1.5 cents to 35.3 cents per dozen during the 2-week period. While eggs are retailing at 2 percent below prices a year ago, retail prices are shortly expected to go above their 1935 level and to remain there the rest of 1936. Storage eggs form the bulk of supplies from September through January and the small size of storage stocks compared with 1935 will be the primary reason for increased prices.

RETAIL POULTRY prices went up slightly to 33.7 cents per pound from June 30 to July 14. This is contrary to the usual price movement which is downward from June until December when peak poultry shipments are reached. Due to reduced feed supplies it appears probable that culling of flocks and marketings during the rest of 1936 will be heavier than usual with a sharper price decline. The number of chickens retained for egg production and the number going to market in the form of meat will be determined mainly by the relative increases in egg and feed prices during the ensuing months.

QUALITY AND QUANTITY of butter production declined during July partly as a result of the usual seasonal changes, and partly due to the drought. The quality of receipts went down as high temperatures affected flavor and this resulted in shortages of the better grades. While no total production figures for July are available, reports from creameries indicate that production is declining weekly and is lower than in 1935. The amount of milk produced during the next few months will depend largely on the relationship of butterfat and feed prices. If both items advance, farmers will find it profitable to substitute concentrates for the usual pasture supplies and this will prevent production from declining too rapidly. Some improvement in pasture conditions, especially in the Southeast, occurred during the latter part of July, but it is expected that pastures on August 1 will remain at relatively low levels.

BUTTER PRICES which have been going up since mid-May advanced to 40 cents per pound during the 2-week period. Butter has gone up 12 percent in the past month and it is now retailing at its highest price since 1930. The wholesale price of 92-score butter at New York advanced 3.5 cents per pound during July and it appears that retail prices will advance further and remain above their 1935 level. Storage stocks, which usually temper price advances in the fall and winter are unusually low and on July 1, with the exception of 1934, were at their lowest level since 1928.

CHEESE PRODUCTION from January through June has been the largest on record. Relatively high cheese prices during most of the year have stimulated factory output. Evaporated milk production, likewise has been heavier than in recent years.

CATTLE RECEIPTS during July were heavier than a year ago. Supplies during the rest of 1936 will likely continue heavier. Regular marketings of cattle are expected to be swelled by supplies from drought-affected areas. The increase in receipts and slaughter during June and July has resulted principally from marketing of grain-fed cattle from feed lots and not from sales of cattle from drought areas. Due to a rapid decline in prices of better-grade cattle during the first half of 1936, cattlemen held back shipments of fed cattle in the hope of benefiting from rising markets during the second half of the year. High corn prices have forced liquidation of these finished grain-fed cattle.

BEEF PRICES to consumers advanced slightly during the 2-week period but prices were 9 to 16 percent below last July. Major changes were limited to the more expensive cuts such as round and sirloin steak which went up 0.4 cent a pound. Rib roast and plate advanced half that amount. Prices of better grade beef appear to have reached their low in June and prices may be expected to advance unless liquidation of cattle from drought areas causes a decline in general beef prices.

HOG SLAUGHTER during August and September is expected to be larger than a year ago but smaller than during the past 2 months. The usual trend in slaughter at this time of the year is downward until October at which time the spring pig crop begins to move to market. The seasonal decline this year probably will be smaller than usual because regular marketings will be increased by emergency marketing of sows and spring pigs from drought-affected areas. Soaring corn prices and prospects of sharply reduced feed supplies are responsible for some spring pigs coming to market earlier than usual. The weight of hogs marketed this fall probably will be lighter than a year ago due to higher corn prices.

SMOKED HAM led the increase in pork prices from June 30 to July 14, as retail prices of all pork products went up. Sliced ham advanced 1.2 cents per pound while whole ham stepped up half that amount. Smoked ham has been going up in price since May. Bacon was 0.3 cent a pound and loin roast half a cent per pound higher. Despite these changes fresh pork was retailing at 10 percent below a year ago, ham 4 percent above, and bacon 1 percent above.

LAMB SUPPLIES should continue to increase during the next few months with peak marketings due in October. Marketings are still smaller than at this time last year. However, quality and weight of receipts are expected to be below average, due to poor pasture conditions. Receipts during August should be heavier than usual with arrival of supplies from early lambing areas which were delayed by poor feed conditions. These supplies will be increased by regular movement of grass fed lambs from the west and some reduction of stock due to drought.

RETAIL LAMB CUTS exhibited retail price declines ranging from 0.5 to 0.8 cent per pound during the 2-week period. Leg of lamb and rib chops registered the major change with the smaller reductions occurring in chuck and breast of lamb. This reduction carried lamb prices back to their May level. Lamb is now retailing from 12 to 17 percent above a year ago, but with the seasonal increase in marketings under way the prospects are for further price declines.

RIDING A CABBAGE BACK TO THE FARM

[Concluded from page 6]

purchased by New York families must come before suggestions can be made for cutting costs and increasing farm income.

REGARDLESS of limitations this research serves to point the way to further investigation of this major producer-consumer problem. Already officials of this municipal agency are looking to ways to reduce costs of food distribution. More direct marketing methods is one plan being explored for eliminating unnecessary handling of foodstuffs.

ELIMINATING racketeers from the food industries is another route to consumer saving. Mr. William Fellowes Morgan, Jr., of the Department of Public Markets estimates that tolls and exactions levied by racketeers upon food distributors cost consumers more than $100,000,000 a year. Recent elimination of racketeers in the New York artichoke market who levied fraudulent charges of 50 cents to $2 on every box of small artichokes illustrates what can be done to reduce consumers' food bills.

DAILY radio talks and other forms of publicity and education handled through the Consumers' Service Division of the Department of Markets help New York City housewives to get more for their money. The GUIDE for October 29, 1934, discussed at length this market news service for housewives.

STANDARD FACTS

[Concluded from page 16]

turity. Incidentally, not a large proportion of canned products are fitted for this grade.

What factors are considered in ascertaining grade?

Different factors are involved for each commodity. For example, the grade of peas is ascertained chiefly by considering five factors: Clearness of liquor surrounding the peas, uniformity of size and color of the peas, freedom from defects, tenderness and maturity, and flavor. In grading fruits the usual considerations are color, uniformity of size, freedom from defects, character of fruit, and flavor. An interesting difference in grading fruits and vegetables exists in that the young, tender, most succulent, immature vegetables usually grade highest, while the fully mature but not over-ripe fruits are usually most desirable.

When canned fruits and vegetables bear such grade designations as "Grade A" or "Fancy", what guarantee is there that the merchandise is of the grade claimed?

The guarantee of the party under whose name the goods are sold. The responsibility is thus placed under existing law. If goods are not of the grade claimed, the goods are subject to seizure for misbranding under the United States Food and Drugs Act.

Are canned fruits and vegetables now being labeled as "Grade A", Grade B", and Grade C"?

Yes, and in increasing quantities.

Can municipal, county, and State purchasing agencies use the grading services of the Bureau?

Yes, and some are already doing so.

Will the Bureau grade "bid" samples for such organizations to ascertain whether samples meet the specifications on which bids were invited?

Yes.

Will the Bureau grade delivery samples to ascertain whether proper delivery has been made?

Yes.

Will the Bureau assist such purchasing agencies in drafting specifications to meet their peculiar needs?

Yes, under certain conditions.

READERS whose interest goes into more technical details and beyond the immediate concerns of the consumer may send for the more detailed leaflet published by the Bureau of Agricultural Economics of the Department of Agriculture called "GOVERNMENT GRADING OF CANNED FRUITS AND VEGETABLES: QUESTIONS AND ANSWERS." As long as the supply lasts, this leaflet is free on request.

COMING in an early issue is a similar compilation of the facts behind meat grading.

A CONSUMERS' DIGEST OF LEGISLATION PROPOSED AND PASSED IN THE LAST CONGRESS

[Concluded from page 11]

Home and Farm Authority continues this agency until February 1, 1937, or such earlier date as may be fixed by the President. During the extension the corporation is authorized to use its assets and moneys allocated to it, or borrowed by it, in the exercise of its functions.

THE Electric Home and Farm Authority is a Government-owned corporation set up to assist in financing purchases of electrical equipment for home use. It was created by Executive Order No. 6514 of December 19, 1933, under authority of the N. I. R. A.

LAND BANK INTEREST RATE OF 3½ PERCENT EXTENDED

EXTENSION of the 3½ percent interest rate on loans of the Federal Land Bank is intended to provide farmers with cheaper sources of credit for an additional year. The 3½ percent rate applies to loans made through the National Farm Loan Associations. These loans are approximately nine-tenths of all the loans made by the Federal Land Banks.

CONSUMERS' COOPERATIVE CREDIT BILL

LEGISLATION introduced in the House by Representative Byron N. Scott proposed to establish the Consumers' Administration and to assist organized consumers to form and operate voluntary cooperative institutions. The measure, H. R. 10799, failed to be reported out of the House Committee to which it was referred.

THE BILL, "Consumers' Credit Act of 1936", would direct the President to establish the Consumers' Advisory Council of 13 members—one from each of the 12 Federal Reserve Districts and a chairman. The chairman of such an administration would be directed to charter a Central Bank for Consumers' Cooperative with branch banks.

TWO types of loans would be authorized: First, loans to consumers' cooperative organizations to enable them to carry on "distribution enterprises" of any character primarily for the benefit of the members of such organizations; and second, loans to producers' cooperative organizations for the purpose of supplying "effective demands" of consumers' organizations.

COOPERATION

[Concluded from page 8]

selling grain, the cooperative carries for its members a full line of feeds, coal, and other farm needs.

★

TEACHERS had no credit unions at all in Connecticut less than 2 years ago. Today 3 out of every 4 educators in that State belong to one of the 20 Connecticut teacher credit unions, according to the Credit Union Section of the Farm Credit Administration. Cooperative credit union activity has grown swiftly within the past few years. The first 6 months of 1936 saw an average of 5 new credit unions organized every day somewhere in the United States. During the same 6 months more credit unions were organized in New York State than during the entire preceding 6 years.

★

NOTES on almost a thousand different books and pamphlets on agricultural cooperation appear in an international bibliography recently published by the Cooperative Division of the Farm Credit Administration. A short biography of the author accompanies each entry. Books listed cover a wide range of subjects, including almost every phase of marketing, purchasing, and credit cooperatives. Careful indexing, complete with cross-references, makes this bibliography doubly useful. The volume runs well over 200 pages, and may be obtained upon request from the Director of Information, Farm Credit Administration, Washington, D. C. Ask for the "Cooperation in Agriculture" bibliography compiled by Chastina Gardner. This is one of the most extensive lists of books on cooperation ever printed.

A special chapter on the work of the Consumers' Counsel is included in the latest report of the Agricultural Adjustment Administration, just published under the title of "Agricultural Adjustment, 1933 to 1935", copies of which may be obtained for 25 cents from the Superintendent of Documents, Washington. Masses of economic data on farm production, consumption, prices, income, purchasing power, are collated in this volume which describes the operations of the adjustment programs; marketing agreements, licenses, and orders; surplus-removal operations; commodity loans; and other activities of the AAA.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

Issued by the CONSUMERS' COUNSEL of the
AGRICULTURAL ADJUSTMENT ADMINISTRATION
in cooperation with the
BUREAU OF AGRICULTURAL ECONOMICS
BUREAU OF HOME ECONOMICS
BUREAU OF LABOR STATISTICS
Washington, D. C.
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Consumers' Guide

VOL. III, No. 15
AUG. 24, 1936

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Penny Specials

Consumer Queries and Comments

"To a large extent the kind of agriculture we wish to have in the United States of tomorrow depends upon the forces of technology, and how we propose to let them operate. It is not merely a question of how much corn, wheat, and cotton we can produce or ought to produce, or a question of where these great staples can most profitably be produced; it is even more a question of how to preserve and enlarge the economic opportunities of the great mass of farmers."

Henry A. Wallace,
Secretary of Agriculture.

HIRAM (Ohio) High School's graduating class this year tried a new kind of graduation ceremony. Instead of listening to an older generation review the perils and pleasures facing the young as they walk out into a competitive commercial world, these students invited their community to listen to them making speeches describing some of the conditions in this competitive world which the boys and girls had been studying and analyzing in their classes. Their program theme was: "A survey of the American consumers' present position and the possibility of its improvement." Results of a year's course on consumer problems were reviewed by six students.

THIS experimental course, described by one of the speakers, started with each student reading and reporting on several books dealing with consumer questions. "After reading the books various and conflicting reviews of them were read. By getting viewpoints of different authors a foundation was laid for the problems which later came up in the course. The second phase was devoted to projects covering the position of the consumer. The third part was the testing of common household commodities, such as canned peas, thermos jugs, and tooth paste."

EARLY in the course each student chose a particular phase of the consumer field in which to make a special individual study. One person prepared a report in which he described ways in which citizens of Hiram had failed to get full value for their money. Another student reported on methods by which Hiram consumers were saving money by intelligent buying of every day necessities. Labeling and advertising were also objects of special studies.

THREE years ago when prices began gently to nose their way upward, the Mayor of Youngstown, Ohio, suggested the organization of a Consumers' Council to do three things: First, investigate price changes; second, interpret to consumers legitimate and desirable price changes; and third, sound warnings to merchants who might not be playing fair with the recovery program... Three years have passed and the Consumers' Council organized at that time is still carrying on. Under the direction of Dr. George E. Eddy, a teacher of economics in the high school, the major activity of the Council has centered in its Bureau of Business Research. This Bureau gathers all kinds of data regarding economic conditions in Youngstown and makes them available to the community with an analysis simply written so that laymen as well as technically trained people can understand the material. It measures, too, changes in economic conditions in Youngstown against those in the country as a whole. Facts on food prices, factory production, employment, wages, retail sales, are all brought together in a monthly report. Just recently the Council has released a summary volume, No. II, covering August 1934 to October 1935 conditions. Consumer groups interested in the way this work is conducted and in its results should address their inquiries to Dr. George W. Eddy, Chairman, Mahoning County Consumers' Council, 320 Post Office Building, Youngstown, Ohio.

"HOW can I gauge the amount of cooked rice I get from a quantity of raw rice?" asks a Pennsylvania consumer. A general rule is that 1 cup of uncooked rice will equal about 3½ cups of boiled rice. Use about 2 quarts of water and 2 teaspoons of salt for cooking 1 cup of rice... Guides to cooking some of the best rice dishes are given in a new Department of Agriculture leaflet called "Cooking American Varieties of Rice." It is Leaflet No. 112 and will be sent without charge as long as the supply lasts. Requests should be addressed to the Department of Agriculture, Washington, D. C.

PENNY ¢ SPECIALS

Pennies spent for different foods go different distances toward the goal of the day's quota of nourishment

ESTIMATES of the cheapness or expensiveness of food mean nothing if they figure only on the cost per pound, per quart, per cupful, or per serving. It's what we get for our expenditures in terms of value for our purposes that counts. Market baskets may weigh heavy on the grocer's scales for dollars spent and still turn out to be short weight when checked by what they offer toward the food needs of the family.

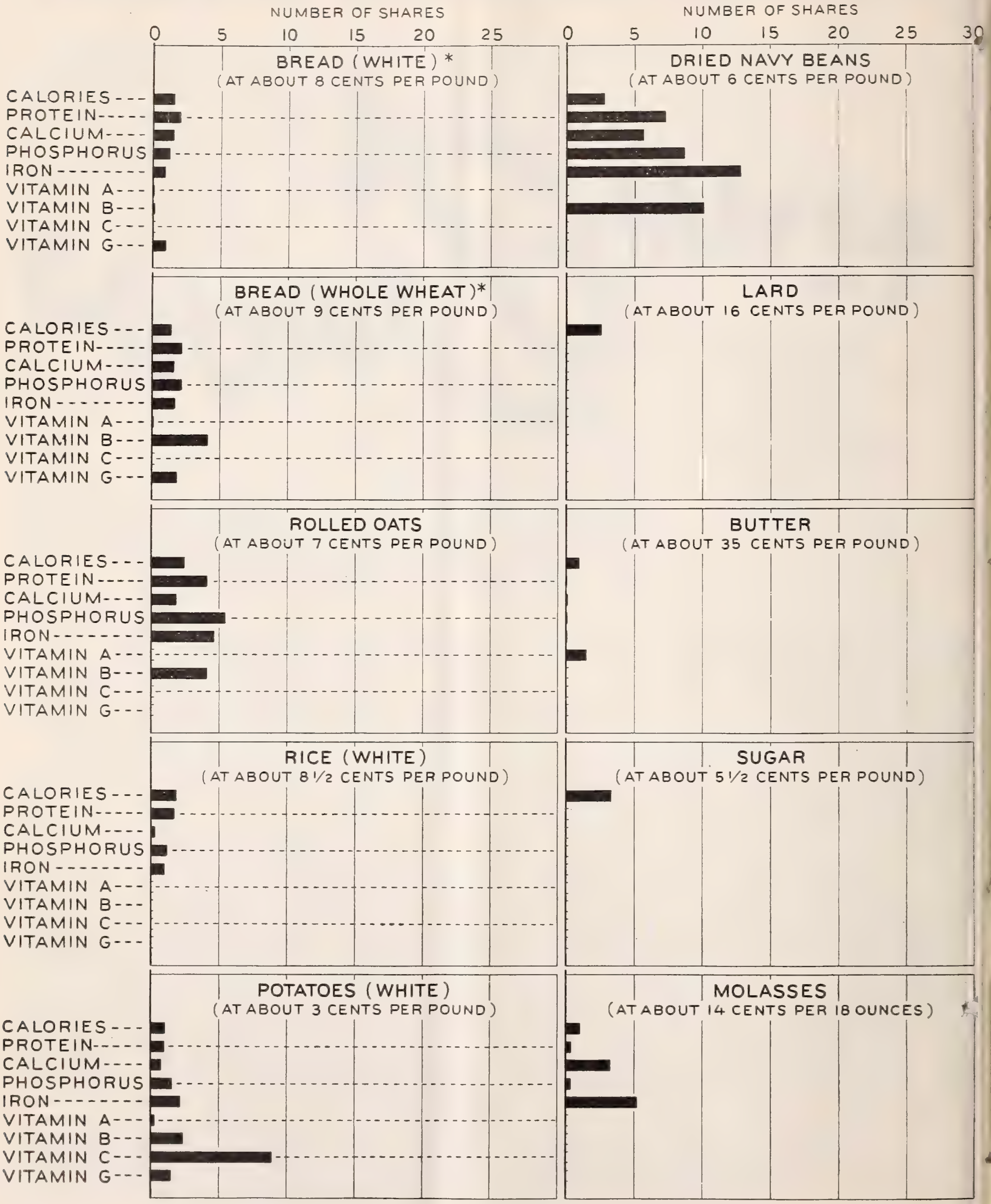
ECONOMY in buying food can be measured truly only by returns in food value for the money spent. Economists in the Bureau of Home Economics, leaving out only the element of personal preferences, have measured the returns in food value for one cent spent for some of our most common foods. The charts included in this article show strikingly which foods will pull their own weight in the budget, which come high in terms of what we get, and which are gilt-edge bargains.

MEASURES of food value are complicated things. We may need a definite number of ounces of one kind of nutrient but of another our needs are calculated by the thousandth of a gram and some of the intangible vitamins we can count only in terms of "units" which cannot be weighed at all. The trick for the nutrition economist is to find a medium in which all food values can be compared. For this necessary measurement nutritionists have devised the "share."

NUTRITIONISTS have learned human needs for some of the known nutrients. We need fuel for our daily activities. This is measured in terms of calories. We need protein for the amino acids to build new tissues in growing people and replace wearing tissues in all of us. We need many kinds of minerals, mostly in tiny quantities but each entirely irreplaceable for its special job of regulating the work of the body and building bones and blood. Three important minerals in which diets are often short are calcium and phosphorus for bones and teeth, and iron for good red blood. Then come the vitamins, less tangible but equally important stimulators of body processes, of which we do

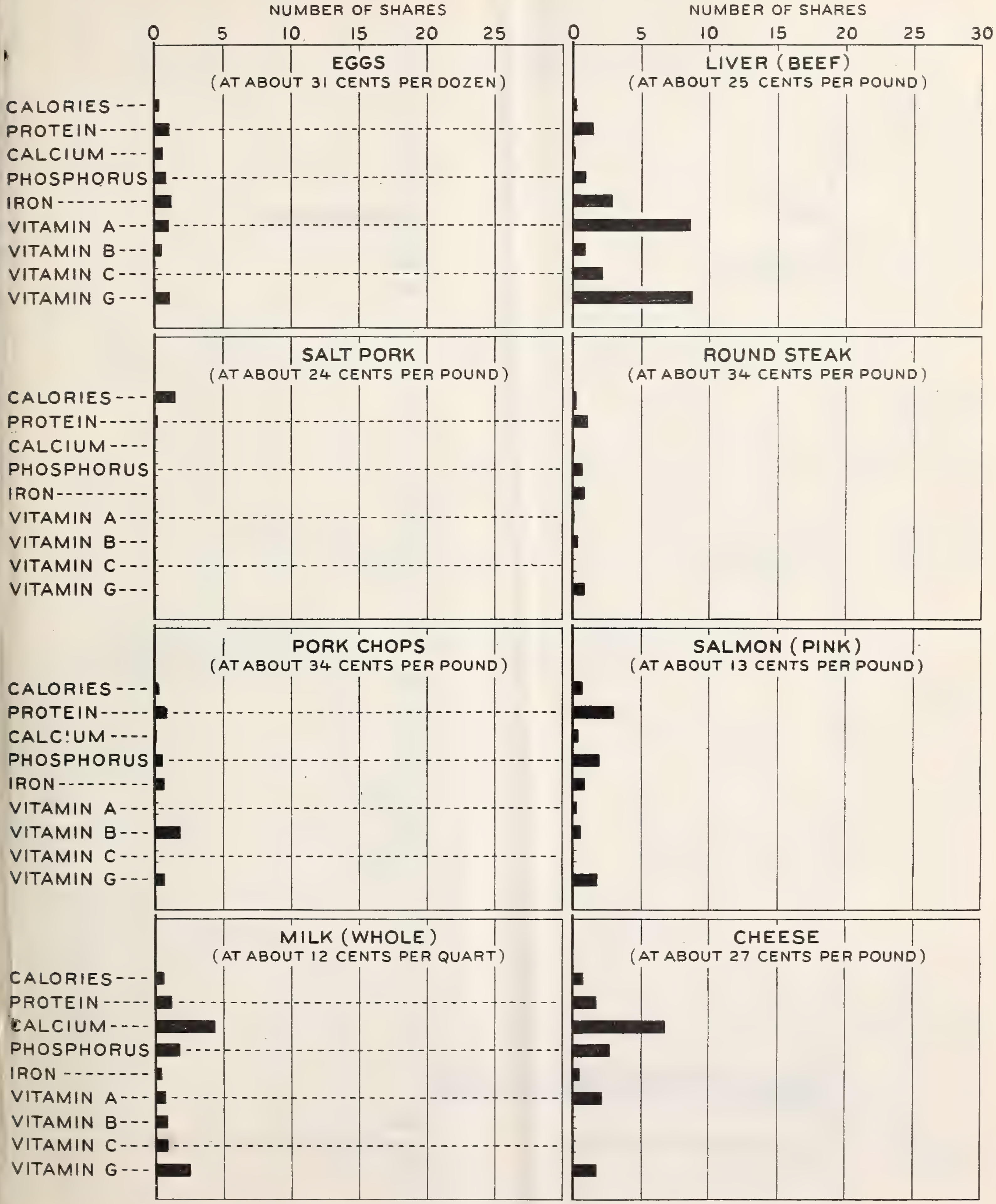
[Continued following charts on page 7]

HOW A PENNY'S WORTH OF DIFFERENT FOODS COMPARE IN ESSENTIAL NUTRIENTS

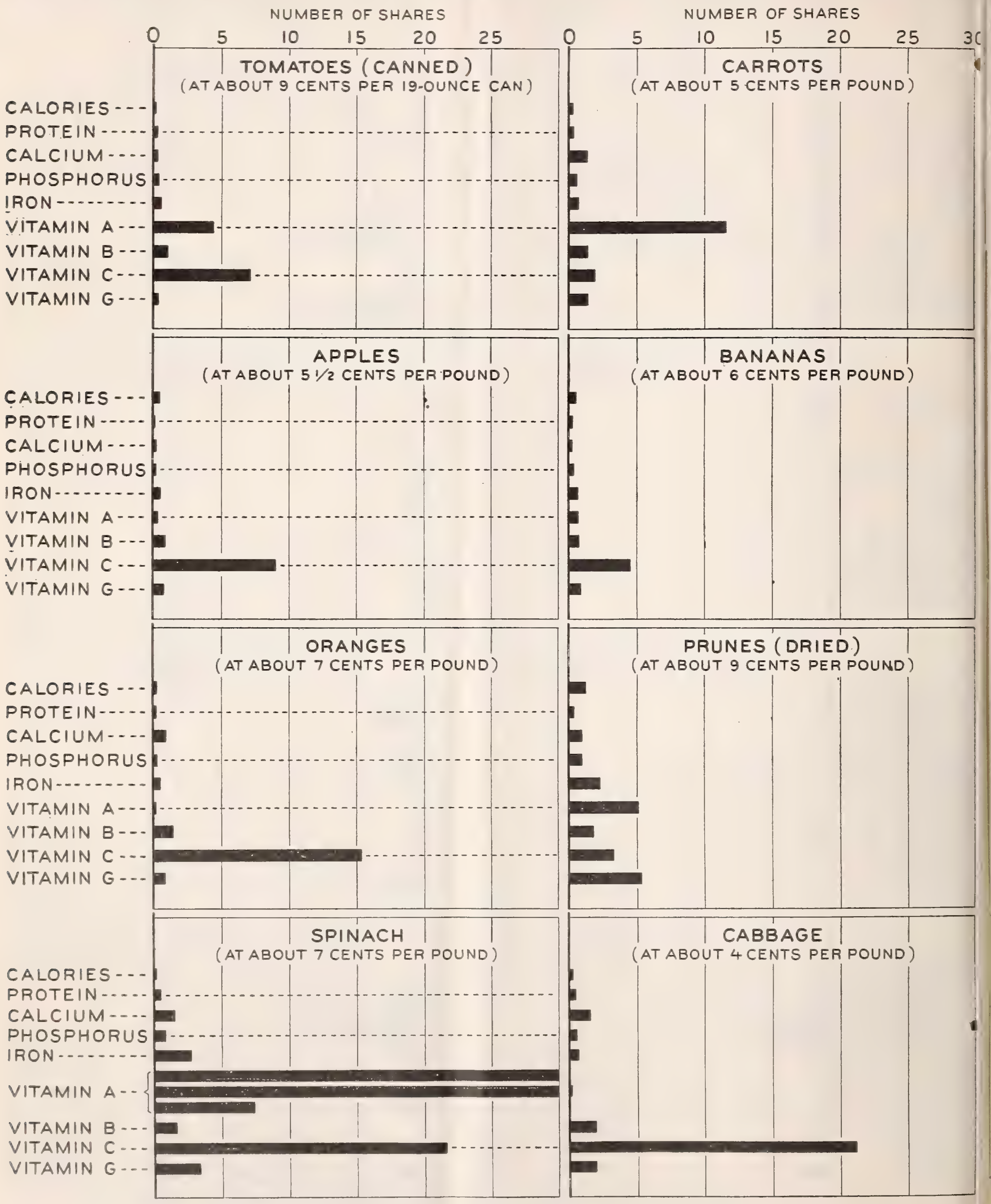


* *MADE WITH MILK*

HOW A PENNY'S WORTH OF DIFFERENT FOODS COMPARE IN ESSENTIAL NUTRIENTS



HOW A PENNY'S WORTH OF DIFFERENT FOODS COMPARE IN ESSENTIAL NUTRIENTS



not yet know all the secrets. But vitamin research has given us some indication as to how much we need.

QUOTA of fuel from all foods, regardless of their other contributions, is known to be about 3,000 calories for a moderately active man. Breaking this day's quota up into 100-calorie portions, we get a "share" of calories that represents 1/30th of the day's requirement. Following this system for all the other food values, we find that 1/30th of the daily allowance of protein would be a "share" amounting to 2½ grams. 1/30th of the daily allowance of calcium is 23/1,000th of a gram; of phosphorus 44/1,000th of a gram; of iron 5/10,000th of a gram. 1/30th of the daily need of Vitamin A is estimated at about 200 units; a "share" of Vitamin B is set at 20 units; of Vitamin C, 2 units; and of Vitamin G, 20 units.

MEASUREMENTS like these are naturally not precise. They are as close as can be figured from facts shown so far by experiment and observation. But the bars on the charts do give a real if rough suggestion of the relative distances the same money spent for different foods can go toward meeting the day's needs of the different nutrients.

COMPARE the cheapness of the foods shown on the charts by how much they yield of the various nutrients and count the number of shares of different food values they give you for your penny. Ideal from a statistical point of view would be a portion of food making up a perfect cross-section of the day's requirements, containing exactly the same number of shares of each nutrient, so that 30 shares of the same food would give you the day's total requirements. But even milk does not provide such balance, though it comes close, pulling its weight for money spent in many different values, and rating as an especially cheap source of calcium. Its protein makes a better showing in the actual diet than on the chart because it is of specially high quality, able to lift the low-class proteins of cheap energy foods like cereals and beans into a higher class of value to the body. Dried navy beans make a surprising showing as a cheap source of calories, protein, phosphorus, iron and Vitamin B, but their protein is not as high in value as the protein of animal foods. They fall short too in Vitamins A, C, and G, so to make safe use of the cheap values of dried beans we must look elsewhere on the chart for cheap sources of the elements they miss. We find that spinach gives not just one whole day's quota of Vitamin A for a cent, but multiplies it by more than two (the body can store up this storable vitamin for a rainy day) and a cent's worth of spinach gives almost a day's quota of Vitamin C. Liver and prunes show up on the chart as candidates for the job of filling out cheaply any lacks of Vitamin G, along with a variety of other less rare values.

PRICES on which the charts present a penny's worth of food were those collected by the Bureau of Labor Statistics as average over the United States for May 5, 1936, in the stores where wage earners buy their provisions. Differences in price would of course change the picture to some extent. On most items shown in the charts there is no great seasonal variation in price. But in the case of oranges the price per pound is listed on the chart instead of the price per dozen, since the same per-dozen price may buy very different poundages of oranges in different seasons. At the time on which the chart was based oranges bought at 30 cents a dozen were "200's"—that is, the size packed 200 to the crate. That is just a shade on the small side of medium size, but not so small as might be bought for 30 cents at a time of year when supplies were lower and prices higher.

USING the chart to calculate the best ways to get food values for your food money, remember that you are not looking at a comparison of nutrients in identical quantities of different foods. The chart does not show the difference between a pound of oranges and a pound of apples in terms of food value. What is shown is the differences in what the same money will buy of different foods. A higher price per pound will shorten up the bars that measure food value, and a lower price per pound will stretch them out. If the chart were comparing values by pound instead of penny's worth, eggs would take a showier place with their multiple excellences. If your egg money is unlimited you can do your own multiplying of the values you get in the egg department of your diet. But for rockbottom budgets the charts should make it easier to plan menus for which every penny spent does the biggest job a penny can do in the direction of health for the family.

Canada

A Canadian Royal Commission, instructed to look into the causes behind the spread between producer and consumer prices, surveys some of the difficulties in consumer buying and suggests ways around them.

A busy shopping street in Toronto, Ontario, Canada's second largest city.

SEARCHLIGHTS on consumers' problems, even though they play on foreign fields, are pretty sure to light up some question troubling consumers here. Not often does material printed in the GUIDE reach out of the United States for its sources. But since problems of consumers pay only slight homage to boundary lines, studies made in neighboring lands have importance to consumers at home.

TWO YEARS ago Canada's Parliament appointed by resolution of the House of Commons 11 of its members to serve on a Royal Commission. The job it gave to this Commission was to investigate the Canadian system of distribution of farm and manufactured products. The Commission was instructed also to look into the causes behind the large spread between prices received by producers and prices paid by consumers.

COURTESY CANADIAN PACIFIC RAILWAY

A Canadian apple orchard. Growing and marketing of apples is Canada's most important fruit industry.

BROAD POWERS were given to the commissioners in their researches. Not only were

Looks at Consumer Problems

they to investigate the facts but also to recommend measures "necessary to secure, as far as possible, fair and just returns to producers, employees, and employers, not inconsistent with the rights of consumers."

PLUNGING to their task, the Commissioners held 125 sessions; listened to 270 witnesses, including Federal and provincial government officials, private individuals, representatives of public bodies, corporations, cooperatives, and trade associations; received numerous petitions and written representations; and gathered verbatim evidence running to 8,277 printed pages. On April 9, 1935, the Commission issued a 500-page summarizing report,* including a full chapter on the status of the consumer with regard to merchandising and marketing. We give here a brief summary of their findings. Since the submission of this report, Canada's government has changed hands. The publication of the following summary is not intended to imply that the findings of the Commission have the endorsement of the present administration or that its consumer recommendations will be acted upon by Parliament.

"CAVEAT EMPTOR", that old slogan "let the buyer beware", today takes on new significance, remark the Canadian Royal Commissioners in their final report. "The buyer may still beware, but he no longer knows of what he must beware." On the open market, they observe, the average consumer finds himself confronted by an enormous display of merchandise. New developments in science and technology tend to increase still further the number of different commodities offered for sale. Adding to the confusion of variety is the pressure of present-day business methods that new items and articles constantly appear before the public.

BRAND NAMES or trade marks, the Commission finds, often give no

[Above] Cattle on the range in the Alberta Peace River country. According to latest obtainable figures, the cattle industry is the most important agricultural industry in Canada. [Right] Canada, like the United States, has a federal form of government. Its ten provinces have their own provincial governments performing many consumer services. Its federal Houses of Parliament meet in these buildings at Ottawa.

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* "Report of the Royal Commission on Price Spreads", 1935. Available for $1.00 from J. O. Patenaude, Ottawa, Canada.

clue as to the quality of the goods they label. In some cases where a brand name has gained a measure of public recognition for satisfactory service over a term of years, consumers have no way of knowing if or when the products covered by the trade name are in any way changed. Often the retailer himself cannot tell what is inside the cans or packages he sells. In many cases the consumer takes on faith alone the quality of the goods he buys. These conditions, along with others mentioned below came to light both through evidence presented at the hearings, and through independent investigations made for the Commissioners by the Department of Trade and Commerce and the National Research Council (a Canadian agency similar to the United States Bureau of Standards, described in the CONSUMERS' GUIDE for July 13, 1936).

"THE NECESSITY for consumer protection", wrote the Commission, "was made apparent by the results of the investigation carried out by the National Research Council at our request." Here are some of the results reported by the Council: Certain inferior products on the market carried the names of nonexistent manufacturers. Prices bore little relation to quality. Some products were injurious to health. Others were sold under trade names which gave no indication of the contents. Labels on wool products did not make clear whether the ingredients were chiefly virgin wool or shoddy. Tests of cotton goods samples showed that filler was often present in materials where it was advertised to be absent. Other textiles shrank more than the advertising said they would. Tests on 24 samples of so-called "pure silk" showed that 5 samples contained no silk at all, and 17 contained from 2.4 to 66.9 percent of inorganic weighting material.

EVIDENCE gathered from numerous sources over a period of many months revealed other practices harmful to the interests of Canadian consumers. In the words of the Commission, such practices include: "false and misleading advertising and marking; misleading statements as to quality of products, including designation of grades of goods likely to confuse or deceive rather than inform the consumer; uncertainty of specifications and formulae of manufactured products; adulteration; substitution of cheaper or inferior goods; harmful or poisonous ingredients; exorbitant prices for essentially simple and inexpensive products, when sold under a brand or trade mark; short weight and unjust scales; and deceptive packages and containers."

SUCH conditions the Commission observed, reported on, and set out to rectify. "The first essential of consumer protection", says the Commission's report, "is that the name of a product should have a definite and determinable meaning. Everyone will agree that the words 'wool', 'silk', and 'silverware' should mean wool, silk, and silverware, although it is evident that frequently they do not. These terms are fairly well-defined in the mind of the purchaser. But there are many other products in general use, which are inadequately defined. Some examples taken from the evidence include gasoline, putty, jam, paint, and soap, products which can only be defined by technical chemists."

COURTESY WILLIAM D. BOUTWELL

Under the gray citadel walls of Quebec, country folk hold market for produce which they have brought in skiffs.

LARGE-SCALE BUYERS have for years done their purchasing on a definition or specification basis, and have developed clear systems of grading for their own use. Most governments also purchase according to specifications, but so far very little of this sort of protection has filtered through to the consumer. "Unfortunately", wrote the Commissioners, "little has been done either to develop standards for the information and protection of the consumer or to make available to him the standards prepared for the producer and manufacturer. There are, of course, certain exceptions, such as foods and drugs (though here the intention is rather to prevent the sale of harmful or poisonous substances than to develop informative standards), and the grading of canned foods."*

In the Canadian provinces there are about 30 experimental stations and farms where research specialists investigate problems of plant and animal husbandry, and methods of improving crops and herds. This is one of the buildings on the Central Experimental Farm in Ottawa.

Canadian experts testing canned foods for quality. All canned fruits and vegetables sold to Canadian consumers must carry a government-certified label explaining the quality grade.

SUGGESTIONS of ways and means for establishing consumer standards then follow in the Commission's survey. Preparing standards and specifications, and analyzing and testing consumer products should become, according to the Commission's report, functions of the National Research Council, the agency which has already prepared purchasing standards for the government. This Council would encourage the same whole-hearted cooperation it has received from manufacturers of products under study during preparation of government standards. Mutual discussion of problems would be to the best interest of the consumer as well as the manufacturer.

STANDARDS, if the Commission would have its way, would be promulgated by a proposed Consumer Commodity Standards Board, with members from various government departments, including the Federal Trade and Industry Commission, the Department of Trade and Commerce, and the National Research Council. In working on standards such a Board would consult with representatives of trade, industry, and the consumer.

ANY CONSUMER, according to the recommendations of the Royal Commission, should have the right to present any product to the already existing National Research Council for analysis or test. The Council should then report as follows: "(1) on the ingredients insofar as such information may be necessary to the proper use of the product; (2) as to any adulterants and

[Continued on page 18]

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* Compulsory grading of certain canned foods has been in effect in Canada for many years.

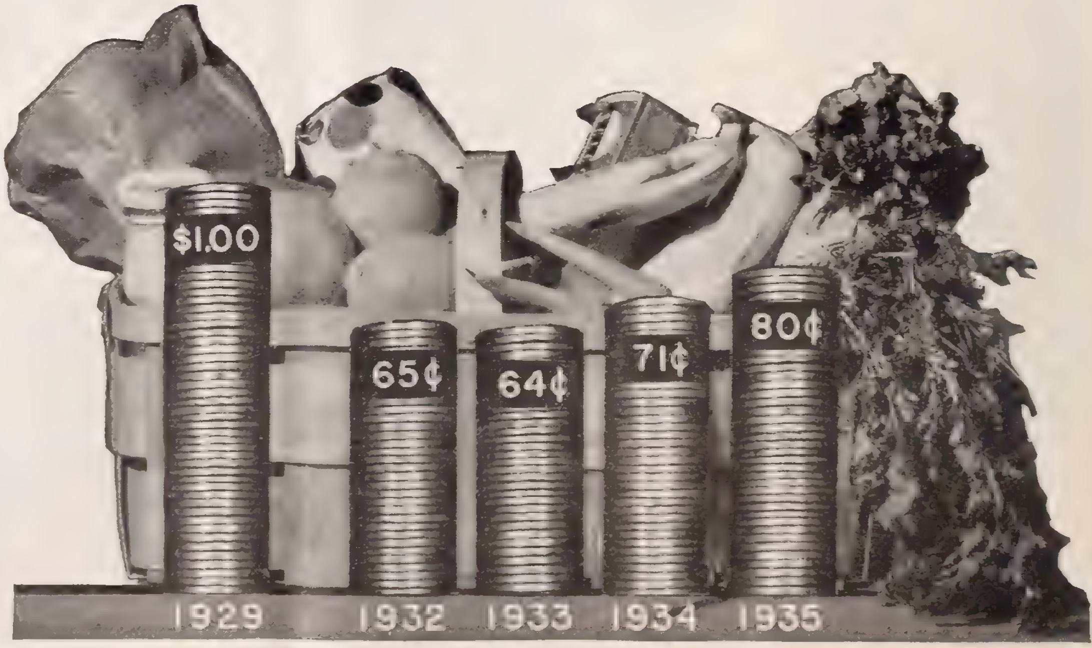
Where Your Food Money Goes

A new study of 58 foods shows how much of your money finds its way back to the farmers who produced the raw materials for your food

DOLLARS you pay the retailer for food go into the cash register but not for long. Last year 42 cents of the average food dollar spent by a typical workingman's family went back to farmers. The remaining 58 cents went to distributors and processors.

FARMERS' share in your food dollars is not fixed. It varies from time to time. Shortly after the war, in 1920, farmers got 53 cents of each dollar spent by consumers. In 1929, when food cost you considerably more than it does now, farmers got 47 cents. In that year distributors and processors kept 53 cents. By 1932, when your food costs were considerably less than now, farmers' share had dropped to 33 cents.

MARGINS between the price you pay for food and the price which farmers receive for the raw materials in the food you buy are important not only to consumers but to farmers. Consumers want abundant food supplies at low cost. Farmers want to produce abundant supplies but they can do so only if their returns are high enough to allow them a reasonably good standard of living. The abundant supplies farmers produced in 1932 did them little good because the low prices they received forced farmers' living standards down to dangerously low levels. Such abundant supplies did little good to millions of consumers whose incomes had been so seriously slashed that they could buy



Food represented by these 58 products which cost a workingman's family $1.00 in 1929 cost an average of 64 cents in 1933 and 80 cents in 1935.

little of anything. To restore farmers' capacity to produce an abundance, required in 1933 an increase in farmers' incomes which could be accomplished either by raising prices to the consumer or by increasing the farmers' share of the consumers' food dollar.

COMMON to farmers and consumers is their interest in seeing reduced costs between farm and city retail stores and increased efficiency in the production and distribution of foods, because that opens the way not only to better prices to farmers but also to lower prices to consumers. Research on price spreads must come first to show where improvement in the efficiency of marketing can bring about this two-way gain.

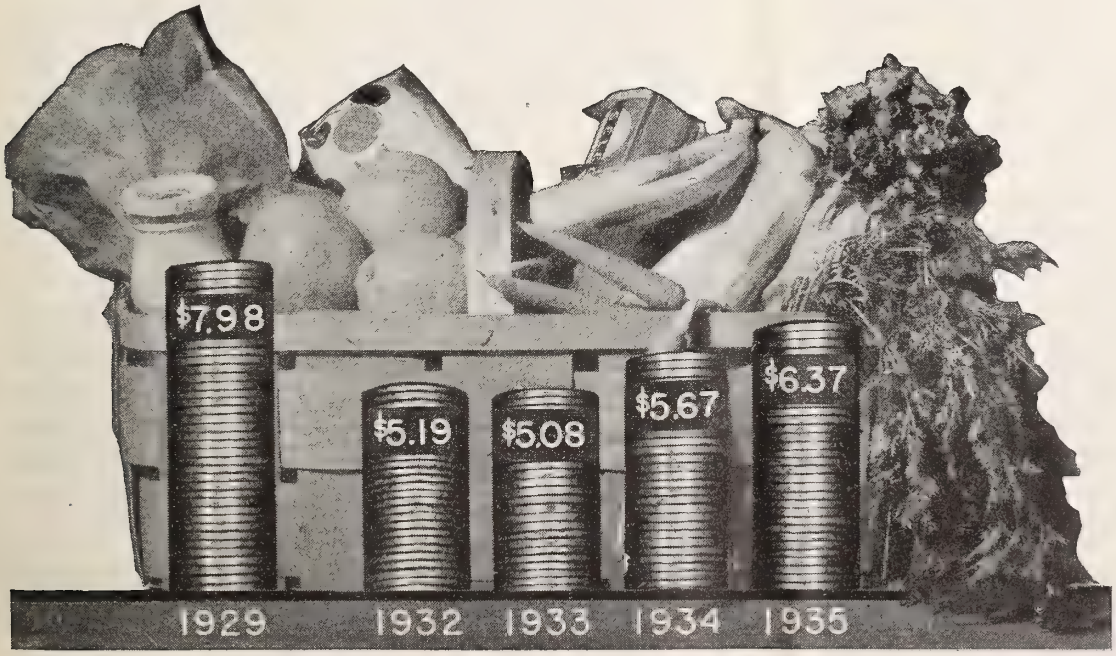
MEASURING the spread between prices farmers receive and prices consumers pay is one problem dealt with by marketing-research men of the Bureau of Agricultural Economics. A preliminary survey completed in March 1935 brought together the price data on 10 foods from 1910 to 1934. Your GUIDE for April 8, 1935, told the story of "Who Gets Your Food Money" spent for 10 of these commodities at that time.

WORK of gathering the information on price spreads goes on continuously. Recognition of the need for facts on price spreads and other marketing problems, such as transportation of foods from farm to market, led to the creation of a new Division of Marketing Research within the Bureau of Agricultural Economics. A report published by this new division in July 1936 now summarizes the total spread between values of 58 food items at the farms and in city retail stores. Title of this report is "Price Spread Between the Farmer and the Consumer" and can be obtained by writing to the Bureau of Agricultural Economics, Washington, D. C.

FARM prices, retail prices, and farm-to-retail price spreads for 58 foods for the period 1913-1935 are analyzed in this report. Investigators took the 58 most important foods—which represent about 75 percent of all foods purchased by workingmen's families—and studied prices for each. They compared the average U. S. farm price for each commodity with the average U. S. retail price as reported by the Bureau of Labor Statistics. Stacking these up, they got a picture of the spread for each of the 58 commodities for the country as a whole. To get an estimate of the amount of each consumers' food dollar going to farmers for the whole group of foods, they gave the figures for each food the same relative importance which that food has in national consumption.

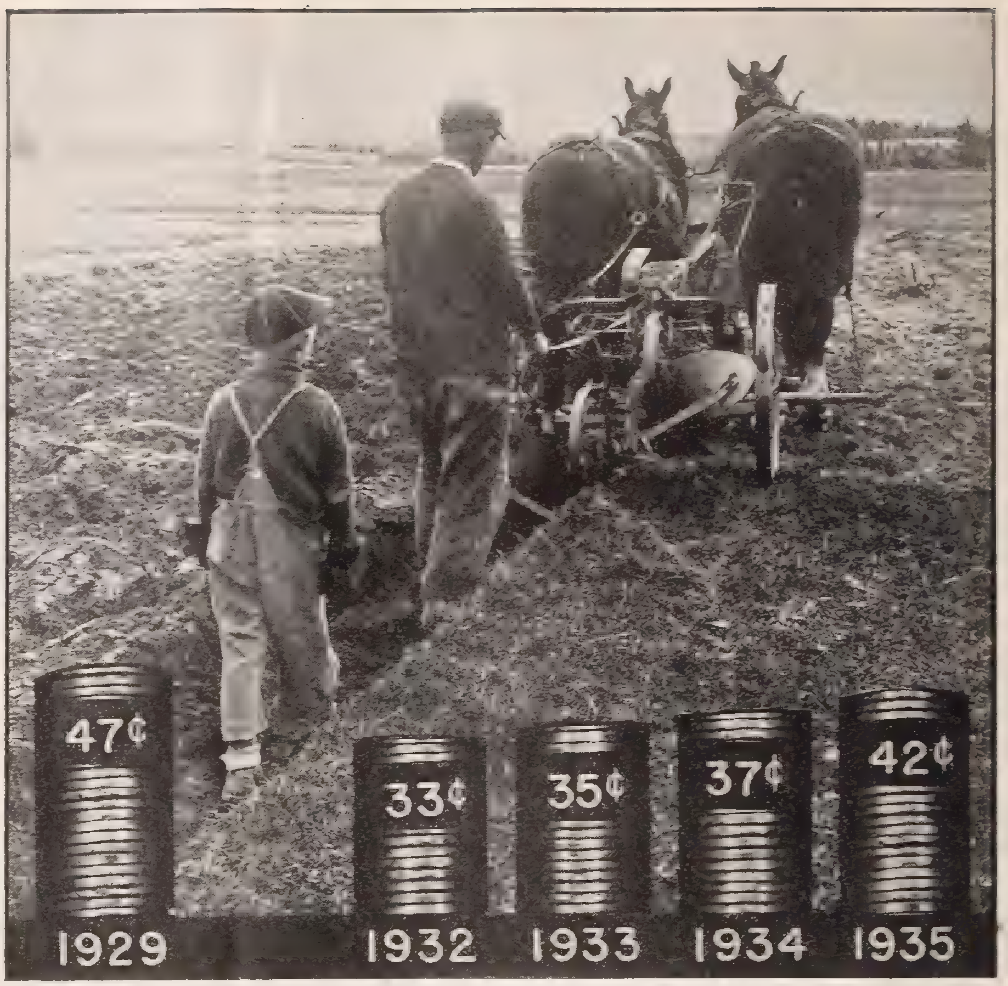
PROFITS—whether large or small—were not a concern of the Bureau of Agricultural Economics. Nor did these experts analyze transportation, processing, or marketing costs. Their objective was simply to measure average shares in consumers' dollars going to farmers and to all other groups, these shares representing both costs and profits, if any. A study being conducted by the Federal Trade Commission on costs of distribution, described in your copy of the GUIDE April 6, 1936, may provide facts on costs and profits.

CALCULATING the price spread between farmers and con-



Actual cost of 58 foods in the average amounts purchased weekly by a workingman's family stepped down from $7.98 in 1929 to $5.08 in 1933 and climbed up to $6.37 in 1935.

sumers for products which do not change in form is relatively easy. For example, to calculate the farm-to-consumer spread for eggs, investigators subtracted the average farm value of one dozen eggs, which was 24.1 cents in 1935, from the average retail price in 1935, which was 36.6 cents. This gave 12.5 cents as the spread between farmer and consumer prices at that time. These 12.5 cents represent 34 percent of the price consumers spent in 1935 for a dozen eggs. Out of each dollar, then, going for eggs, consumers gave 34 cents to processors and distributors and 66 cents to farmers.

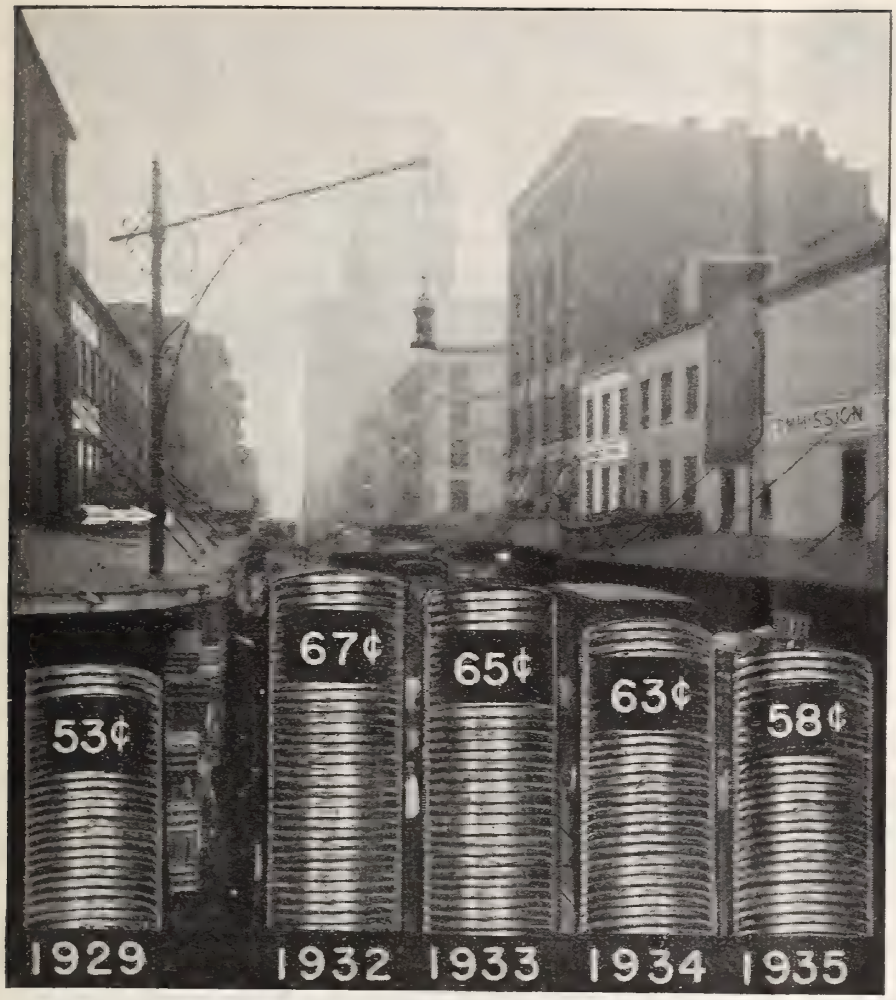


Farmers' share in each dollar which city consumers spent for the 58 foods shrank from 47 cents in 1929 to 33 cents in 1932 but increased gradually to 42 cents in 1935.

PRICE spreads for foods like bread, soda crackers, canned fruits and vegetables, which undergo extensive processing before being sold to consumers, were more difficult to estimate. For example, flour, milk, sugar, lard, yeast, and malt are all used in baking bread. Determining the farm value of each ingredient used in bread involved too much time and money, so investigators estimated the value of the major farm product—wheat. The average loaf of bread contains flour from 0.97 pounds of wheat. To get the price spread for a loaf of bread the experts subtracted the farm value, which was 1.4 cents in 1935, from the average retail value of a pound loaf which was 8.3 cents in 1935, leaving a margin of 6.9 cents. These 6.9 cents represent 83 percent of the total price paid by consumers on a loaf of bread. In other words out of each dollar spent by consumers for bread in 1935, 83 cents went to pay for all ingredient costs other than wheat and all charges of distributors and processors. Wheat farmers' share was 17 cents.

NOW take a look at how the shares of farmers and others stack up for all 58 foods studied. Between 1929 and 1933 the estimated retail value of the 58 foods purchased weekly by a typical workingman's family stepped down from $7.98 in 1929 to $5.08 in 1933. In 1935 the same foods in the same amounts cost consumers $6.37. Looking once more at the actual figures, distributors' and processors' share of the weekly food expenditures was $4.23 in 1929 and $3.31 in 1933. With improving consumer demand and increased prices their share increased to $3.71 in 1935. Farmers' share shrank from $3.75 in 1929 to $1.77 in 1933, but stepped up again to $2.65 in 1935.

PICTURE of farmers' share and distributors' and processors' share as described here is not entirely accurate for it fails to take into account processing taxes collected from processors of certain agricultural products during 1933, 1934, and 1935. These taxes, collected by the Government, formed a general fund from which farmers received benefit and rental payments under the former Agricultural Adjustment Act. All processing taxes stopped on January 6, 1936, following the decision of



From each consumer dollar spent for the 58 foods, processors' and distributors' share increased from 53 cents in 1929 to 67 cents in 1932 and stepped down to 58 cents in 1935.

the Supreme Court on the Hoosac Mills Case, reported on in our January 27 issue of the GUIDE.

PRICE spreads discussed here include these taxes paid by processors. To the extent that processors paid into the Government processing taxes and did not receive refunds, processors actually got a smaller share of the consumers' dollar spent for 58 foods than appear in these figures. Farmers actually got a bigger share than indicated by the figures in cases where they received benefit payments. Processing taxes on the amounts of wheat, rye, rice, hogs, corn, peanuts, and sugar included in the weekly purchases of a workingman's family as pictured on page 13 amounted to about 4 cents in 1933, 19 cents in 1934, and 21 cents in 1935.

BIGGEST concern of farmers during a period of falling prices centers in the fact that the percentage drop in prices at the farm is generally bigger than the percentage drop in prices paid by consumers. Farmers not only get fewer dollars for their crops and livestock, but they take a larger relative cut than either consumers or processors and distributors.

ASSUME that a food product sells one week for 10 cents and that the farmers get 2 cents, leaving 8 cents for processors and distributors. Next week, let us assume, the selling price of this food drops 2 cents, that the costs of distributing and processing the product are cut 1 cent and the farm price is cut 1 cent. Consumers can now buy this food for 8 cents, or 20 percent less than before the price drop. Distributors and processors get 7 cents, or 12½ percent less, but farmers, whose returns are now 1 cent, take a 50 percent cut.

THESE are not actual figures but they serve to illustrate what took place between 1929 and 1933 when the retail value of the 58 foods dropped 36 percent. Distributors' and processors' charges stepped down only 22 percent. Farmers' prices shrank 53 percent.

THE OPPOSITE usually occurs during an upswing in prices. Consumers pay more for food. Farmers and distributors get more dollars, but farmers' returns increase faster because the percentage increase in prices at the farm is bigger than the percentage increase in prices paid by consumers. To illustrate this point assume that a food product sells one week for 8 cents and that the farmers get 1 cent, leaving 7 cents for processors and distributors. Now assume that during the next week the selling price increases to 10 cents representing a 1 cent rise in the cost of processing and distributing the food product and 1 cent rise in the farm price. Processors and distributors get 8 cents, or 14 percent more than before the increase in price. Farmers whose returns are now 2 cents get 100 percent more.

ACTUAL changes of this kind appeared in the years between 1933 and 1935 when the

[Concluded on page 19]

Your Food Costs and Supplies

High temperatures and below normal rainfall during July resulted in further damage to food supplies, the August 1 crop report of the Department of Agriculture indicates. While crops in most cases are below average, there appears to be no danger of any acute food shortage. Supplies in general probably will be larger than in the year following the drought of 1934.

CORN, spring wheat, and potatoes suffered the most drought damage during July. Yields of vegetable crops growing in the late producing States also were curtailed, but if heavy rains fall during August some improvement in yields may be expected. Fruits as a whole improved during July, but prospects still were for a much smaller crop than in 1935. Winter damage to trees coupled with late spring frosts rather than the drought are primarily responsible for the decline in fruit production. Drought, however, has decreased sizes of some fruits.

EFFECT of the short corn crop will be felt indirectly by consumers in the form of reduced meat supplies in 1937 since 90 percent of the crop is used for producing hogs and fattening cattle and lambs for market. A short corn crop disrupts the usual marketing plans of farmers and sends more than the usual number of animals to slaughter during the fall and early winter months. Consequently, smaller supplies are available during the following spring and winter.

COMING to market earlier than usual, a larger than usual proportion of the animals are of the lower grades. The livestock situation this year probably will not be as serious as in 1934, when drought sharply reduced the number of livestock on farms, because there is a smaller number of grain-consuming animals on farms, and feed grain deficiencies will be offset partly by larger hay supplies.

SMALLER spring wheat supplies, but larger winter wheat production than in 1935, is indicated by the August 1 crop report. This year's spring wheat crop forecast of 114 million bushels is 46 million bushels below 1935. This decline will be offset in part by a winter wheat crop 55 million bushels larger than a year ago. However, due to different types of wheat produced in the winter and spring crops, domestic supplies of durum wheat, which is used mainly in the manufacture of macaroni, and hard spring bread wheat, are expected to be below domestic requirements. About 40 percent of the winter wheat crop is soft wheat which is used mainly for cake and pastry and not suitable for bread.

OLD potato supplies this fall and winter are forecast at 75 million bushels below the 319 million bushel crop of 1935. Dry weather in the Central and Western States more than offset improved growing conditions in the New England and Pacific coast areas and consequently production estimates declined 20 million bushels from July 1 to August 1. Potatoes now coming to market are from the intermediate producing States with some small shipments of early varieties from the late producing States. The trend of wholesale potato prices during the past month has been downward as is uusal at this time of the year. On the basis of conditions in earlier short crop years it appears that prices will reach their low in September or October and then advance.

TRUCK crops also have suffered from the drought. Late domestic cabbage production appears to be about 43 percent smaller than a year ago, but onion supplies from the late producing States are expected to be slightly larger than in 1935. Cabbage production was hampered by dry weather at planting time which made it difficult for plants to take root. August rains may increase production of both crops since major movement to market in each case does not occur until October.

CORN and snap bean supplies for canning are expected to be smaller than a year ago, but both crops probably will be larger than during the drought year 1934. Corn exhibited the sharpest decline due to drought and on August 1 it appeared that supplies available for canning would be 536,400 tons compared with 860,000 tons in 1935 and 498,000 tons in 1934. Part of the smaller production will be offset by a larger carry-over of canned corn than at this time a year ago. This year's snap bean crop for canning is estimated at 17 percent below 1935 with the crop amounting to 68,000 tons as compared with 66,000 tons in 1934. On the basis of August 1 condition, the total supply of canned vegetables is expected to be 12 percent less than the large supply in 1935-36, but 16 percent above supplies in 1934-35. Wholesale prices of most canned vegetables rose sharply during July and are now considerably higher than a year ago.

APPLE, pear, and grape shipments increased seasonally during July and supplies of these fruits should reach their peak in September and October. Pears are the only major fruit crop (except citrus) to exhibit above average production this year and the 1936 crop is expected to be 7 percent above last year. Commercial apple production is expected to be the smallest crop since records were started in 1919, amounting to 64.5 million bushels as compared with 94 million bushels in 1935. Apple production has been declining yearly due to a decrease in the number of bearing trees, but the decline this year was accentuated by winter damage to apple trees and late spring frosts. Grapes showed some recovery during July from the effects of spring frosts, but the 1.8 million ton crop indicated on August 1 was 17 percent below average. Most of the decline was in raisin and table grapes since production of California wine grapes is expected to be 6 percent above average.

MEAT supplies during July, with the exception of lamb, were larger than a year ago. Hogs registered the only decline in Federally inspected slaughter from June, and here the change was seasonal. Because of the present shortage of feed supplies, it appears probable that slaughter this fall will continue larger than a year ago. During the first 7 months of 1936 slaughter of hogs was 22 percent higher, cattle 16 percent higher, calves 5 percent higher, and lambs 5 percent lower than during the same period in 1935.

SECOND largest cattle slaughter on record occurred during July. Heavy marketing of grain-fed cattle, because of advancing feed costs, and some liquidation of grass cattle due to dried up pastures, resulted in Federally inspected slaughter 25 percent above July 1935. The present outlook is for a large slaughter of cattle this fall with the lower grade animals comprising a larger than usual proportion of the total.

MILK production exhibited a more than seasonal decline during July and on August 1 appeared to be about 5 percent below a year ago. Pasture conditions in important dairy areas were about the lowest August 1 on record and farmers were resorting to heavy feeding of hay and grain to keep production from dropping too sharply. Increased butterfat prices offset in part higher feeding costs. Producing areas were not affected equally by the drought for production in the Northeast and far Western States was well above average on August 1. Butter storage stocks on August 1 reflected lower production and were still below average, amounting to 103 million pounds as compared with 150 million pounds a year ago. The effect of increased feeding costs, smaller production, and short storage stocks caused the wholesale price of 92 score butter in New York to advance 1½ cents to 36 cents a pound the first week in August.

EGG receipts at major markets during July were 7 percent larger than a year ago, but the increase over 1935 was smaller than during previous months. Egg production usually declines in the summer until the seasonal low point is reached in November. The decline in production during the latter part of July appears to have been more than seasonal due to high temperatures, which decreased the number of eggs laid per hen and which also raised feed prices so that farmers culled their flocks heavier than usual. Heavy culling of flocks was reflected in July poultry marketings 23 percent larger than in 1935 and 3 percent higher than in June. Marketing of young chickens was especially heavy and this indicates that there will be a much smaller increase in the number of layers in 1937, than was expected earlier in the year. Storage stocks of eggs on August 1 were close to their seasonal peak, amounting to 7.3 million cases compared with 8 million cases a year ago. Low storage stocks, lowered production due to the drought, and increased consumer demand should cause more than seasonal price increases this fall with prices expected to be above 1935 levels.

FEDERALLY inspected hog slaughter exhibited a smaller than usual decline during July and was 57 percent larger than a year ago. Hog slaughter usually declines until October, when the spring pig crop begins to arrive at market. This year early marketing of spring pigs and some liquidation of sows is expected to result in a smaller than usual decline in slaughter, and a smaller than usual increase in prices during September. Heavy marketing of hogs during July caused storage stocks of both lard and pork to increase. Lard stocks customarily reach their peak on August 1, and then start moving down until December 1. Stocks of lard and pork are still 20 to 30 percent below average.

CANADA LOOKS AT CONSUMER PROBLEMS

[Continued from page 11]

harmful, injurious or deleterious substances it may contain; (3) as to its quality and probable performance and efficiency; (4) and as to its conformity to official standards and specifications." The Council would render this consumer service for a nominal charge, with the reports to be used by consumers alone, and not for advertising or commercial purposes.

ENFORCEMENT of consumer standards, according to the recommendations of the Commission, would proceed somewhat as follows: The proposed Consumer Commodity Standards Board would examine and report on products in retail trade. If any products contained injurious substances, or did not conform to standards, the evidence would be made public, either by the National Research Council or the Federal Trade and Industry Commission. Wide publicity would also accompany evidence of any excessive or exorbitant price spreads. Prosecution by competent authority would follow all cases of violation of law.

PAINT becomes plain mud when enough foreign matter is added to it. But who knows the exact point at which paint becomes something else, and loses its right to the name "paint"? What is the difference between celluloid and real ivory, or colored crystal and precious stones? This is a question of definition. Another of the recommendations of the Royal Commissioners is the compilation of a dictionary of names of products for use in trade. The National Research Council and trade associations in each industry in such a project would cooperate in compiling the dictionary. Definitions adopted would then be acceptable in commercial transactions and in law courts, to the equal advantage of consumer and manufacturer. Existence of such a dictionary, with its definitions of trade names, in the opinion of the Commission, would be a strong force in preventing adulteration.

EVIDENCE of irregular practices in marking and labeling products also came to the Commission's attention. Numerous items, they reported, were being sold with the name of a fictitious company on the label. The Commission recommended that the true manufacturer of every product sold at retail should place his name and address on every label or package. For products conforming to established standards and specifications, the Commission recommended further that the term "Canada Standard" be displayed on the label.

GRADING of materials and products not sold directly to the consumer is generally based, according to the Commission's survey, on a system of numbers. Grade 1 indicates best quality, Grade 2 next best, and so on. This system of grading wins the Commission's approval, but the grades used on products sold to consumers, the Commission found, were often vague, sometimes tending to hide rather than reveal the true quality. When a grading system includes terms like "fancy", "choice", "standard", and "second" (these are the grades used for Canadian canned foods), it is not obvious at once, the Commission believed, where any one grade stands in the series. Consequently, it recommended that only numerical grade designations be used for consumer goods, and also that labels carry a clear statement of important ingredients. The Commissioners recognize that standards of quality cannot be absolute or perfect; they do hold it essential, however, "that the consumer be given a reasonably clear idea of the nature and quality of what he buys."

MORE severe punishment for merchants who deliberately give short weight, and more effective supervision of weights and measures are also among the Commission's recommendations. The Commissioners felt that the establishment of standard package sizes for each commodity, with net weight clearly and conspicuously marked on every package, would help relieve the situation.

FALSE and misleading advertising was the next subject the Commissioners turned their attention to. Some advertisers, they found, exaggerate the virtues of their product to an extreme and raise prices accordingly. Others include a small number of high-grade articles as bait in a general sale of lower-quality goods. "While no deliberate untruths were published", the Commission reports in a specific case, "an implication was given that the bulk of garments offered in the sale were of like quality to those featured."

ADVERTISING put forth with intent to confuse or deceive is harmful not only to consumers, but also to competitors. It works directly to the disadvantage of the merchants who attempt to give honest value, by forcing them to suffer unfair competition. The Commissioners make specific recommendations to clarify and strengthen the existing laws concerning advertising.

"WE ARE also of the opinion", the Commissioners held, "that statements of performance, life, or efficacy of products are generally made with uncertain knowledge and seldom on the basis of comparative experimental tests." For this reason the Commission recommends that the Criminal Code be amended "to make any statement or guarantee, of performance, efficacy or length of life of any product, which is not based upon an adequate and proper test of such performance, efficacy, or length of life, an offense in itself, and to place upon the defendant the burden of proving that such a test has been made and that the statement or guarantee is based upon it. A test by the National Research Council or other competent department of the government shall be considered an adequate and proper test, but no reference should be allowed, in advertising, to the fact that a test has been made by the National Research Council or other government body."

SUPERVISION of the whole field of consumer legislation, the Commissioners recommend, should fall within the scope of a proposed permanent Federal body. This office would act also as a coordinating and prosecuting agency. New laws to help the consumer need proper enforcement.

"COMBINED EFFORT on three fronts, namely, consumers, trade associations, and government", say the Commissioners, is necessary to deal effectively with the various problems of consumer protection. "Few of the evils, disclosed in the evidence, by which merchants have been able to impose upon their customers could persist in the face of an active, intelligent and organized public opinion. The difficulty of consumer action is that it is not an organized or special interest and has no representation other than the State. It is, therefore, the function of government to pay special attention to the interests of the consumer."

WHERE YOUR FOOD MONEY GOES

[Concluded from page 15]

retail value of the 58 foods climbed 25 percent; distributors' and processors' charges increased only 12 percent; farmers' prices increased 50 percent.

CONSUMERS, farmers, processors, and distributors want to eliminate unusual price fluctuations which make consumers' living precarious and the business of growing and marketing food risky. Marketing research—getting the facts on how food is brought from farmers and placed within reach of consumers in a form ready to be prepared and eaten—might help to eliminate these price fluctuations. Putting into effect the results of research which shows where the marketing system can be made more efficient, perhaps would lead to lower food prices thus increasing the volume of food purchased by consumers at the same time swelling the income of farmers, processors, and distributors. Increased income all around with lower food costs would provide a bigger spending power. Farmers could then increase their purchases of the city workers' products, and city workers could buy more from farmers.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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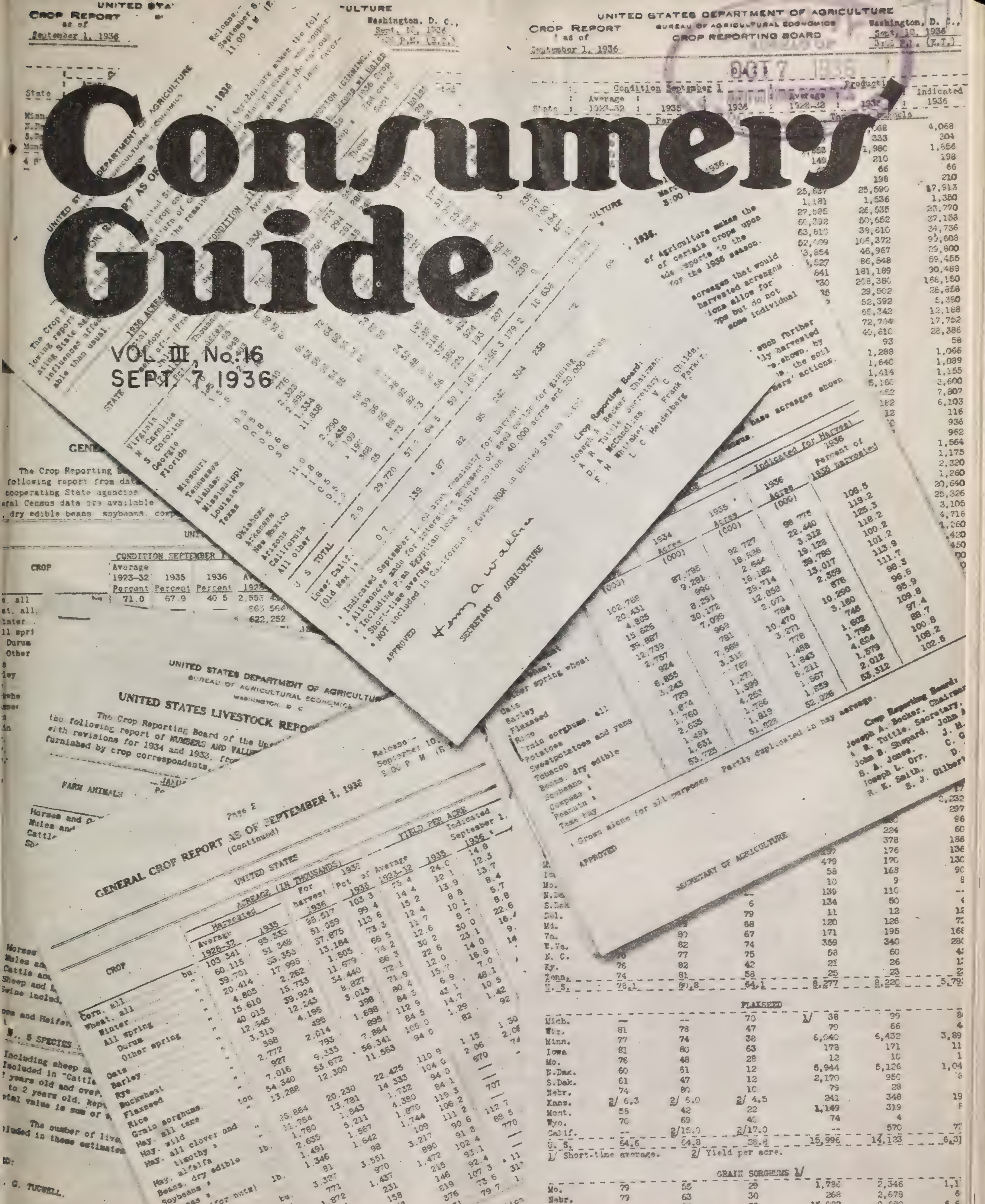


FORECASTING FARM CROPS

Consumer Queries and Comments

> "The American farmer owes a sacred duty to the American consumer to see that he is adequately fed no matter how severe the drought. The consumer, in turn, through the Government owes it to the farmer to see that surpluses accumulated through years of good weather do not ruin the farmer."
>
> Henry A. Wallace
> Secretary of Agriculture

"WHAT is the difference", writes a careful mother, "between cocoa and chocolate? Is breakfast cocoa really better than plain cocoa, or is it just my imagination? Does the name 'Dutch Cocoa' mean anything? And what advantage or disadvantage is there for the consumer in buying special chocolate preparations recommended for flavoring children's milk rather than making flavorings of straight cocoa or chocolate?"

ANSWERING the first question first, the difference between chocolate and cocoa lies in the proportion of cacao fat. Chocolate is made from crushing the cacao bean and keeping all of the fat in it. The fat will be at least as high as 50 percent of the total chocolate.

COCOA is the powder made from chocolate after some of its natural oil has been pressed out. In plain cocoa there is usually about 12 percent cacao fat still remaining. By special pressures more of the fat can be removed. Chemical extraction can take almost all of the cacao fat out, but the product that results is so poor that this method is not likely to be used for making cocoa but rather for producing the fat itself which sells as "cocoa butter."

BREAKFAST COCOA keeps more of the original fat. According to Food and Drug Administration regulations, a product labeled "breakfast cocoa" must be 22 percent cacao fat, almost twice as rich as the usual plain cocoa on the market.

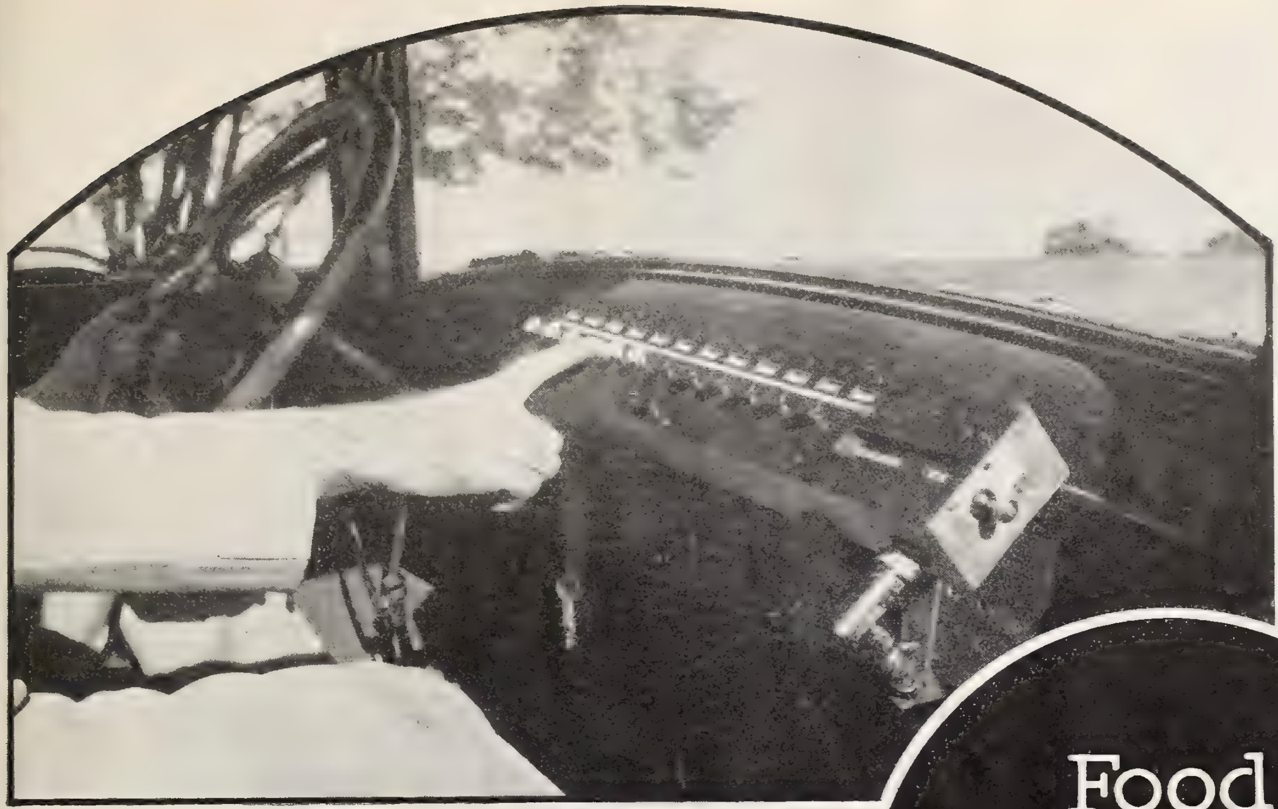
DUTCH COCOA and Dutch Chocolate are cocoa and chocolate treated by a special alkalizing process. The effect of the process is to make some difference in the flavor and to darken the powder. The alkaline substance must not make up more than 3 percent of the product, according to Food and Drug Administration regulations. Allowing for the addition of the alkali, Dutch Cocoa and Dutch Chocolate must meet the standards set for cocoa and chocolate.

STANDARDS of purity for both cocoa and chocolate under the Food and Drug Administration are the same. That part of the product which is not fat or moisture, shall test "not more than 8 percent of total ash, not more than 0.4 percent of ash insoluble in hydrochloric acid, and not more than 7 percent of crude fiber." This rules out the possibility of grinding up along with the cacao bean its thin husk which is something like the inner skin of peanuts. Legitimately, this husk is removed, burned, and sold by the ton as fertilizer. Selling cacao shells at the price of chocolate instead of at fertilizer prices has been a tempting form of adulteration and Food and Drug Administration officers are always on the watch for it.

SWEETENED kinds of chocolate products vary widely but one point for consumers to remember about all of them is that as compared with straight unsweetened cocoa or chocolate, much of what you are paying for is simply sugar.

SWEET CHOCOLATE is chocolate sweetened and possibly flavored, with no limit set to the sugar contained, but with the standard regulations governing purity. "Milk Chocolate" must be made with whole milk and contain 12 percent of milk solids. In "sweet cocoa" it is allowable for sugars to make up 65 percent of the finished product. In "sweet milk cocoa", 12 percent of the finished product must be whole milk solids or the equivalent constituents.

REAL MALTED milk is not just malt and milk, or malt and skim milk. The malting is not mere mixing. Malted milk, like cheese and wine, is the result of something between a chemical and biological process, called "enzymic action", with the diastase or "starch-converting" enzyme doing the major part of the job by converting the starch to sugar. Food and Drug Administration enforcement officers are now carrying on a campaign to clear up the confusion in the labeling of these chocolate products.



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Food Forecasters at Work

What's ahead in food supplies is important news to consumers, but before it becomes news the facts must be gathered from thousands of farms. Greatest harvesters of food facts in the country are 300,000 farmers who—without pay—collect the data on which the Government makes its food predictions.

FORECASTING food supplies is not a kind of crystal gazing. Officials of the Department of Agriculture—charged with the duty of predicting how much food will be produced—collect all current information on condition of crops and livestock and then check this information before making their forecasts. Finding out how many pigs will come to market or how many bushels of corn will be harvested in a year is no easy job when you consider the accuracy and the secrecy with which these predictions are made and that the work of the Crop Reporting Board of the Bureau of Agricultural Economics includes production estimates for about 94 percent of all farm products, or practically everything except forest products, flowers, and home gardens.

GOAL of the Crop Reporting Board in making these forecasts is the nearest approach to accuracy possible. The supply of farm products is, of course, a highly significant factor in determining prices farmers will receive. Overestimating food supplies would work hardship on farmers and indirectly on those who sell goods to farmers by causing a lower price to growers than if supply had been accurately known at the time of sale. Underestimating food production which would lead to higher prices than justified by actual supply, might result in a decreased consumption by consumers, leaving a larger carry-

*Accurately measuring crop changes from year to year was a difficult problem until an agricultural statistician invented the crop meter shown above. Now an observer using this meter can drive along the road and tick off the crops on either side. These records, where local conditions permit the use of the crop meter, supplement the information supplied by the 300,000 voluntary crop correspondents.

No safeguard of secrecy is slighted. Even the blinds at the windows in the room where the Board meets are sealed and not unsealed until the final forecasts are ready for release.

Elaborate precautions are taken against prying eyes, too sharp ears, and easy tongues. From the moment when crop information, sent by the 300,000 farmers and Government statisticians for summarizing to the various branch offices of the Department, is received in Washington, secrecy closes in. All reports are delivered to the office of the Secretary of Agriculture and there locked in a mail box, which has two locks, one key to which is kept by a representative of the Secretary and the other by the Chairman of the Crop Reporting Board. A few minutes before the Board gathers to make the final official forecast, a Board member—accompanied by a guard—goes to the Secretary's office and there collects the contents of the mail box. Both keys must be used to release the contents.

over of the nonperishable farm products for consumption during the next year, depressing the price of the following year's crop. To leave the question of supplies unmeasured would create a fertile zone for speculators. Publication of unbiased and dependable crop reports by the Federal Government tends to prevent the issuance of incomplete and misleading reports by private agencies and tends to stabilize the market.

PRESENT scope of crop reporting activities—besides forecasting food production—covers about all phases of agricultural production. It includes estimating acreage, yield per acre, and quantity of production of 31 staple and special crops, 22 commercial truck crops, and 18 fruit crops; estimating the number of livestock on farms; and estimating farm prices which serves as a basis for getting the money value of the production of crops, livestock, and livestock products, and for the construction of index numbers. This work also includes the collection and publication of timely information covering the progress of growing crops, intention-to-plant reports, forecasts of livestock production and special reports, the chief purpose of which is to aid the farmer in planning production and marketing. The work of the Crop and Livestock Reporting Service, then, begins with farmers' seeding and breeding plans and follows these through to the record of net results as cash in their pockets.

GOVERNMENT reporting of food supplies started in a small way back in 1839 and has grown to its present size in response to demands of producers, distributors, and consumers of agricultural products for adequate, accurate, and timely information covering the production of crops and livestock. Ample information indicates that farmers, even before 1839, were somewhat resentful of profits made by dealers and speculators through circulating misleading crop reports and through producers' lack of information on market values.

REPORTING crops and livestock received greater encouragement and attention following the establishment of the Department of Agriculture in 1862. First of the monthly or bimonthly reports on the condition of crops based on reports from voluntary crop correspondents was in 1863. Three years later, in 1866, the Department began the publication of regular reports on condition, acreage, yield per acre, and production of the important crops, and on the number of livestock. Since then the Crop and Livestock Reporting Service has grown with the country. Forecasting production of important crops prior to harvest began in 1912.

FIRST estimates or forecasts of food production for different crops and kinds of livestock are made at a time when enough evidence is available on which to build reasonably reliable forecasts. Voluntary reporters—300,000 farmers throughout the country—furnish information for the forecasts. Questionnaires are filled out about the first of each month during the growing season and are immediately forwarded to 40 branch offices located throughout the country. Agricultural statisticians in charge of the branch offices summarize the reports for each crop and transmit the results to Washington by mail or wire. The agricultural statisticians send along with their regular reports comments on the crops in their respective States that will be of aid to the members of the Crop Reporting Board when they gather to make the actual forecast. Some farmers send their questionnaires directly to Washington.

MEMBERS of the Crop Reporting Board meet shortly after these State summaries arrive in Washington to make the official forecast. The Board considers all the evidence placed before it—the returns of the correspondents to the agricultural statisticians; the individual estimate of the agricultural statistician; weather conditions and the records of yields in previous seasons when similar conditions prevailed. After examining the data each member of the board makes an estimate—an estimate for each State—without consulting other members of the board. In case of material disagreement, the evidence is carefully reviewed until complete agreement is reached. State totals then are given to clerks who get totals and averages for the entire country. These computations are checked and the results are again reviewed by the board. Before releasing the report the Secretary of Agriculture reviews the work of the Board and gives his approval. The report is then mimeographed and is ready for release.

AFTER a report is approved by the Secretary and about one minute before the time set for its release, copies are carried by the chairman of the Board to an adjoining room and placed face down before a dozen telephone and telegraph instruments. Members of the press stand about 3 feet behind the instruments. At the stroke of the clock, and on a signal from an official they rush to the instruments, turn the copies over and begin transmitting the reports all over the country for publication either that afternoon or the following morning. While this is going on, the Crop Reporting Board wires the report in code to its branch offices where they are recorded on forms already set up and then copies are furnished by the agricultural statistician to all States and local papers desiring copies.

One-man judgments are ruled out in the Department of Agriculture system of crop forecasting, results of which affect the incomes of millions of farmers and businesses. For greater accuracy, a Board makes final judgments. Before forecasts are announced to the world, estimates of each member of this Board are reconciled. Members are conferring here on final figures. . . . Left: No one may pass in or out of the rooms in which the Crop Reporting Board meets. Guards watch the doors.

DETAILS are published in Crops and Markets. Radio reports carry the information to all parts of the country, and a year to year record is preserved in the Yearbook of Agriculture. Dates on which reports will be made are determined at the beginning of the year by the Secretary of Agriculture. These dates are made known early in the calendar year. A description of the reports, along with the dates, are published in the "List of Economic Reports and Services" of the Bureau of Agricultural Economics and can be obtained from that Bureau.

FORECASTS of future agricultural supplies, if known in advance of publication, could be used unfairly for speculative purposes, so

One minute before 3 o'clock and the final grain forecasts are ready for broadcasting to the world. Copies of the approved report, which the Secretary of Agriculture has reviewed after the Board has finished its work, have been carried under guard to the press room and laid face down beside telephones and telegraph instruments. Sharp on the stroke of the hour, newspaper men rush to the telephones and telegraph to announce the results.

these forecasts are made with every possible safeguard to prevent advance information from being obtained or utilized by unauthorized persons. Stringent laws were enacted by Congress in 1909 to prevent premature disclosure of the contents of crop reports which might upset market value of the speculative crops.

WORK of making the forecast is so systematized and arranged that no single individual knows what the forecast for any crop will be until the final computations are made and approved behind locked and guarded doors, and then only a short time before the report is made public. Reports from the State agricultural statisticans are separated from other department mail in the Washington city post office and sent by special messenger to the Secretary of Agriculture where they are placed in a steel mail box locked by two separate locks, one key in the possession of the Secretary and the other in the possession of the chairman of the Board. On the morning of the report this box which now contains the tabulations of questionnaires and the State summaries sent direct to Washington by crop correspondents, are taken under guard to the crop reporting rooms, the doors of which are immediately locked and guarded. While the report is being made, all telephone, buzzer, and other communication is turned off. There can be no communication with the outside. Under this arrangement no one has access to sufficient data to even approximate the final figures until the board assembles and the doors are locked.

INFORMATION collected from the voluntary reporters is basic data, but is carefully checked before the forecast is made. The Crop Reporting Board makes every effort to develop and use data collected by other agencies to verify the accuracy of the official forecasts and to supplement the usual sources of information. Most important check data includes the census taken every 10 years; an actual count of bales of cotton ginned during the year made by the Bureau of Census; railroad shipments of crop and livestock; and reports from sales agencies and associations handling major portions of certain crops. Crop meters—invented by an agricultural statistician in 1925—are now widely used by agricultural statisticians to obtain additional information within their respective areas.

CROP REPORTS are used by handlers and consumers of farm products and by those who provide products and services needed by farmers, and are of value to nearly everyone in the United States. Farmers' cooperative organizations, dealers in agricultural products, sales departments of industrial concerns that sell farmers everything from soap to automobiles, bankers who finance movements of crops and livestock, and railroads, all use the reports in some way.

BANKERS use the reports as a guide to the demand for funds that they will be called upon to advance for financing farmers through the producing and marketing season. Railroads use the reports as a guide in allocating freight cars. The better the distribution of cars, the better the service to the farmer. Manufacturers, merchants, dealers, and business men use crop reports in planning their operations so that the machinery, farm equipment, and supplies will be available to farmers when and where needed. The sales organization of automobile manufacturers

[Concluded on page 17]

Toward Better BREAD FLAVORS

"The Frenchman," writes a consumer to a British Trade Journal, "eats a lot of bread because when it is good and made with the correct flour it is nice to eat." Government experts here are examining factors affecting the flavor of bread to determine, if possible, bread flavor preferences of consumers in this country.

BEHIND the scenes at the United States Department of Agriculture a group of experts in cereal chemistry have been working for some time on the problems of bread, especially those problems having to do with flavor. Chemists from three Department Bureaus—Home Economics, Chemistry and Soils, and Agricultural Economics—joined forces to seek the answer to the following question: What specific factors in bread baking have a definite effect on the flavor of the loaf?

GOOD reason for a study of bread flavor exists. Many experts agree that one of the chief causes for declining bread consumption during the past 2 decades may have been the gradual change in flavor. Some of this change may be due to new varieties of wheat, new methods of milling, or new methods of baking. If studies at the Department of Agriculture can point out which ingredients and which methods of milling, bleaching, and baking involved in making a loaf of bread have the strongest influence on its flavor, a step will have been taken toward improving the flavor and possibly increasing the consumption of this basic food.

FLAVOR is no easy thing to measure scientifically. What some people consider a fine flavor others regard as mediocre, or even intolerable. Chemists, seeking a fairly reliable expression of opinion, have to rely on human beings for their tests. No one has yet invented a machine that registers a smile for a pleasing flavor or a frown for a flavor that is not so pleasing.

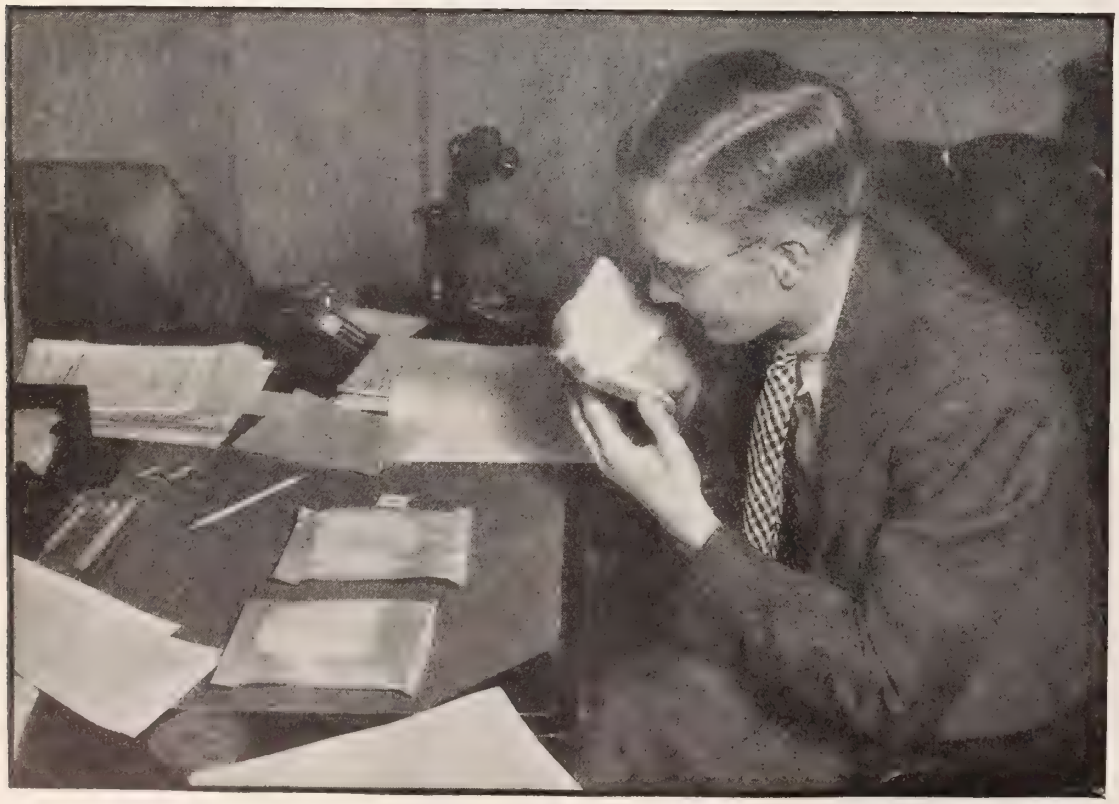
MESSENGER BOYS, stenographers, statisticians, technicians, executives—96 of these people from 3 Government bureaus were enlisted for the bread flavor inquiry. As a group they were believed to be reasonably representative of consumers in general. Once a week for 7 weeks the judges tasted "sandwiches" cut from 3 different types of bread. The sandwiches were quite plain, made of bread alone, and served without butter or marmalade. But the judges had one consolation: testing time came just before lunch!

EACH week the chemists supplied the flavor judges with breads baked so as to test a different factor. In the first week, for example, the 3 types of loaves were baked from 3 different classes of wheat—soft red winter, hard red winter, and hard red spring. Each judge smelled and tasted a sample of bread baked with soft red winter wheat, then rinsed his mouth. After a few minutes the test was repeated on the second type of bread. Then another rinsing and another test. On a score card the judge indicated the bread he considered to have the best flavor.

NEXT week the 96 judges brought out their score cards again and recorded their flavor preferences on breads baked with 3 different grades of flour—straight, 85 percent patent, and 70 percent patent. Patent percentage tells how much of the total flour in each grain of wheat was milled.

ANOTHER week bleaching was the variable factor, and 3 different flours from the bleach point of view went into the test breads. Two were commercially bleached; one was unbleached. The patient judges were still on the job.

FERMENTATION and baking temperatures were the next factors to be singled out for testing. Breads the following week were baked by the sponge and straight dough methods. Another week three different types of formulas went into the bread—lean, medium, and rich. (A "rich" formula contains more sugar, shortening, and milk than a "lean" or "medium" formula.) The seventh week the judges tried their flavor senses on breads that were 12, 24, and 48 hours old.



To the desks of judges in the Department of Agriculture came these three packages of bread, each baked with a different grade of flour. Each flavor judge tasted and smelled the samples and recorded his preferences on a score card.

Each of the three bread samples was baked according to a different formula—lean, medium, or rich. A sip of water between samples made the sense of taste more acute.

TASTING started all over again a few weeks later and repeated the whole series of 7 tests. The chemists felt that this repetition would give a good check on the results, by showing how many of the judges would indicate the same preferences twice. In some instances the score cards of the judges were consistent. In others there were pronounced differences in the results of 2 sets of tests, showing the variableness in the human yardstick used.

SIGNIFICANT choices came through in a few of the tests. The grade of flour test, for example, showed a choice in favor of 85 percent patent flour. In the duplicate tests the judges preferred the sponge method, higher fermentation time and lower baking temperature. Rich won out over lean and medium in both series of tests for formula. But the committee pointed out that "this preference for the rich formula was not necessarily to be interpreted as meaning that the rich formula would meet best with consumer acceptance for any considerable period of time, especially when eaten with other food." Finally, the 96 judges registered a distinct preference for the odor and flavor of bread only 12 hours old, as opposed to bread 1 or 2 whole days out of the oven.

SIXTEEN of the 96 judges had had previous experience in judging the quality of bread. A separate analysis of their preferences corroborated those of the larger group. In general the results of the second series of tests checked about 45 percent of the time with the first series.

ON examining the findings recorded by the 96 tasters, the jury of cereal chemists felt the results to be only preliminary. Now they are planning a new series of tests on a basis which may yield more definite conclusions. The new panel of judges will not admit people who dislike the odor or taste of bread, who have a poor sense of taste or smell, or who are subject to frequent head colds. The reasons are obvious.

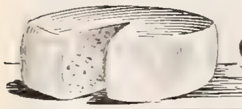
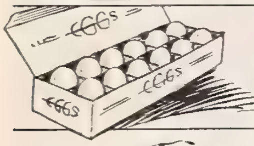
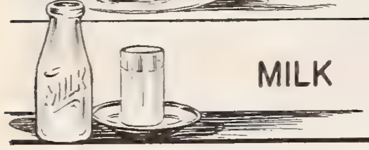
WEEDING out process will go still further. Candidates for the job of bread taster will have to prove first that they are keen tasters of the degree of sweet, salt, sour, and bitter in chemically pure solutions of sugar, table salt, lactic acid, and caffeine. Given numbered solutions of increasing strength, the candidates must indicate at which point the taste becomes very faint, faint, easily noticeable, strong, and very strong. Prospective bread tasters who reverse their judgments in a duplicate solution test will be disqualified.

TASTERS will then try breads made with different quantities of sugar, salt, lactic acid, and caffeine, and will rank the breads according to increasing amounts of the substance used. Then comes another weeding out for those who change their estimates on a duplicate test.

[Concluded on page 17]

Body Builders

PROTEINS IN SOME COMMON FOODS[1]

FOODS	CHIEF KINDS OF PROTEIN PRESENT	COMPLETE
ALMONDS	EXCELSIN	COMPLETE
 CHEESE	CASEIN LACTALBUMIN	COMPLETE COMPLETE
 EGGS	OVALBUMIN OVOVITELLIN	COMPLETE COMPLETE
LEAN MEAT	ALBUMIN MYOSIN	COMPLETE COMPLETE
 MILK	CASEIN LACTALBUMIN	COMPLETE COMPLETE

WHEN NUTRITIONISTS talk of two foods having protein, they are not necessarily saying those two foods have the same constituent. For the name "protein" covers not just one thing but many. You can give protein to two sets of laboratory animals. All the animals in one set may grow well, and all the animals in the other set may not grow at all. Yet they both got protein. The secret is in the different things different proteins are made of.

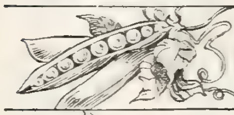
PROTEINS are all related because they are all combinations drawn from the same set of possible materials, but drawn in different proportions. These materials are "amino acids" (pronounced a-mee-no). Science has identified 21 of these amino acids. Some proteins have all 21, some less. Two proteins with the same amino acids may be different because of the different pattern of amino acids in the composite picture. A closet full of clothes may look somewhat related if every garment has been cut from combinations of the same few bolts of cloth. But even though they all serve the general purpose of clothing a person, some garments will be more essential and more effective as clothing than others, depending on the qualities of the materials that form the major parts of their design.

JOBS done for us by these amino acids are fundamental to life. Since providing the materials for growth is one of them, special attention in the matter of protein properly goes to people of growing age. Proteins do merely a maintenance job for grown people under ordinary conditions. But those whose development is on its way must have protein not only to keep them in condition but to make into new cells. Also, to save the protein for its important constructive purposes these people must get plenty of other foods for fuel because if there is not enough fuel food to see a person through his energy requirements his body will steal his protein for fuel, which would be something like taking the mahogany pieces from a cabinet and using them for firewood. But this is a last resort of the body. Proteins are not its choice as fuel. For in order to make proteins into proper burning material it has the job of separating out the parts of the protein it can use and discarding the rest. As fuel for real athletic exercise carbohydrates top the body's preferred list. But nothing can take the place of amino acids for building new tissues and replacing worn ones.

SOME AMINO ACIDS are more important than others. If the protein in a food lacks enough of one amino acid called "cystine", that protein can't make an animal grow no matter how many other amino acids are in it. If a rat gets all the amino acids known except cystine, he seems healthy, enjoys life, does not get sick, but he doesn't grow very much and can't graduate from baby hair to the sleek shining coat that a rat should have in his prime. Give him a bit of cystine and he goes right to work showing what

How science is getting the facts on proteins as Number One building material for growing and repairing body tissue

PROTEINS IN SOME COMMON FOODS
2

FOODS	CHIEF KINDS OF PROTEIN PRESENT	INCOMPLETE
CORN	GLUTELIN ZEIN	COMPLETE INCOMPLETE (LACKS LYSINE AND TRYPTOPHANE, LOW IN CYSTINE)
GELATIN	GELATIN	INCOMPLETE (LACKS TRYPTOPHANE AND TYROSINE; ONLY A TRACE OF CYSTINE, HIGH IN LYSINE)
NAVY BEANS	PHASEOLIN	INCOMPLETE (LOW IN CYSTINE)
 PEAS	LEGUMIN	INCOMPLETE (LOW IN CYSTINE)
SOY BEANS	GLYCININ LEGUMELIN	COMPLETE INCOMPLETE
WHEAT	GLIADIN GLUTENIN	PARTIALLY INCOMPLETE (LACKS LYSINE) COMPLETE

was wrong before. When a young rat is forced to get its only protein from corn, it not only does not grow but actually loses weight. If it then gets a bit of one of the lacking amino acids called "tryptophane" it stops losing weight but still does not grow. What is still wrong is that "zein", the corn protein, also lacks another amino acid called "lysine." Put a little lysine in the diet and the rat starts in growing right away.

"COMPLETE" proteins are the ones that combine all the amino acids necessary to make a body grow. If they are only sufficient to keep it in a stationary state of health without growth nutritionists call them "partially incomplete." They are "totally incomplete" if they cannot keep a body alive.

INCOMPLETE proteins can often do a major share of the protein work if they have a bit of expert help from the specially important proteins. Milk is one of the best of these supplementers. One bunch of growing pigs ate only corn with its incomplete protein "zein." Another group ate corn and a little casein, which is contributed by milk. That little extra dose of complete protein made it possible for the pigs who got it to gain an average of 111 pounds apiece in 6 months, while the ones with just the corn gained only a little over 12 pounds in the same time.

MORE SECRETS are still to be learned about the amino acids in proteins. Try to make a protein synthetically from all the chemicals known to make up the combination of amino acids in a complete protein. Provide for all the needed minerals and vitamins. Feed this diet to your laboratory animals and they won't grow. The answer seems to be that the natural providers of "complete" proteins actually provide something else along with the 21 known amino acids--perhaps another amino acid yet to be identified. That job is still on the scientific agenda.

MEANWHILE, young consumers need not wait for the day when perfect proteins come out of test tubes. Animal foods like milk, eggs, and cheese, and all kinds of lean meat--"fish, flesh, or fowl"--give us complete proteins even without our knowledge of what makes them complete. Nuts are very rich in protein but their high quota of fat along with it rules them out as a practical source of very much of our supply of protein. Cereals don't offer a very rich supply, and what there is of it is not such high-grade protein, but because they are a cheap food of which we eat a large amount they rank as an important way of getting protein. Other cheap and pretty rich sources of protein are the legumes, particularly peas, beans, and peanuts. The less complete proteins that come in these cheaper foods can be helped over the line into the complete class by adding milk. For children and growing people a quart of milk a day guarantees a full quota of protein and leaves the choice of other foods to rest on other bases.

Measuring Changes in

MEASURING changes in consumers' fortunes only by the ups and downs in consumer income is like rowing a boat with one oar—you might get ahead, but the chances are you will move round in circles. Income is important only in terms of what it will buy—the amount of food, pairs of shoes, gallons of gasoline for the family car. Income can mount, but if living costs step up at the same time by an equal amount consumers are right back where they started. Consumers' gain comes when income steps up faster than cost of living. The direction and the degree of movement both of money income and cost of living during any particular period is the measure of consumers' real income.

ECONOMISTS use index numbers as yardsticks to measure changes in income and costs. In constructing these yardsticks, a starting point is needed from which to measure ups and downs. For the present study, averages for the years 1924–29 are taken as the starting point against which changes are to be measured because this period includes "fat" and "leaner" years. For both income and living costs the averages for 1924–29 stand at 100. Incomes and living costs in each later year or month are figured as percentages of 1924–29.

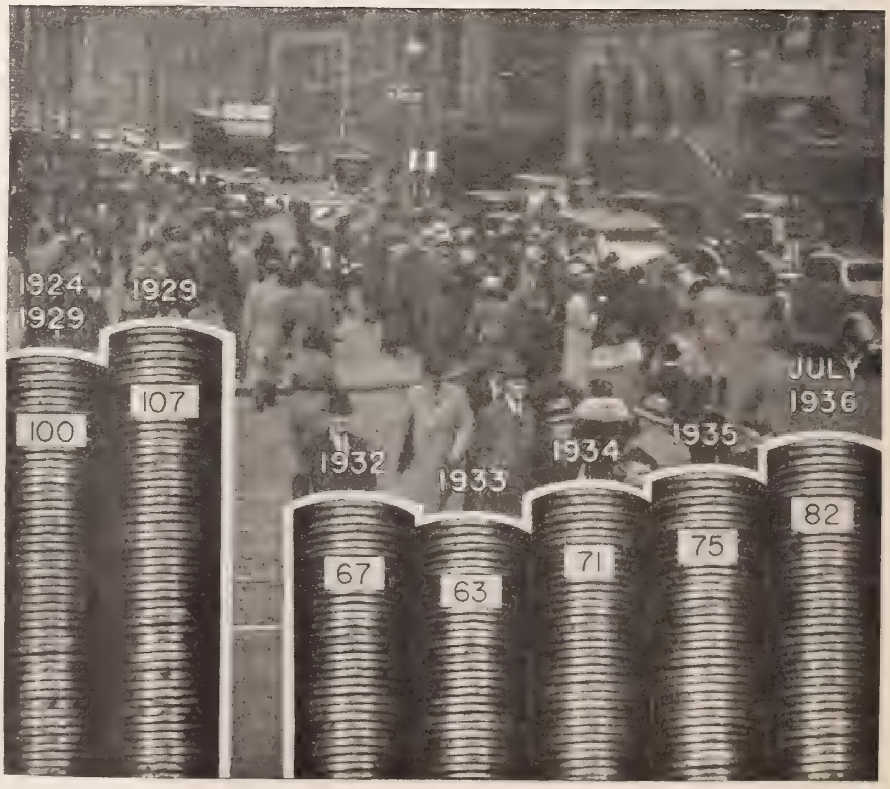
FIRST TASK in measuring consumer incomes was to select a yardstick representative of the greatest number of consumers. Before writing this story different measures of consumer income were investigated to find a yardstick which showed current changes and which was typical of the income of an average consumer. Some yardsticks were not up-to-date so could not be used. Others were too limited to be representative

SOURCES of urban consumer income include factory pay rolls, salaries, Government pay rolls, profits, rents, interest, dividends, royalties, and relief payments. One income yardstick prepared by the Department of Agriculture measures current changes in total income of urban consumers from these combined sources. A second income yardstick measuring changes in total factory pay rolls is based on figures collected by the Bureau of Labor Statistics. This yardstick gives an estimate of the income of approximately one-fifth of the total nonfarm working population.

MONEY INCOME of urban consumers—as measured by the first of these two yardsticks—in July of this year was 41 percent greater than urban consumers' income at the low point of the depression in March 1933, and 22 percent larger than the average monthly income in the year 1932. While this income has climbed up many rungs in the ladder from depression lows, it still stood in July 1936 at 25 percent below the predepression peak reached in September 1929 and 18 percent below the base years 1924–29.

FACTORY WORKERS' income has made an even greater recovery but it has been a recovery from a lower level than urban income in general, because factory pay rolls were slashed more severely during the depression. In July 1936 factory pay rolls were more than twice as large as they were in March 1933. Expressed as a percentage, they were 123 percent greater than in that lowest month and 75 percent greater than the average monthly pay rolls during the year 1932. In this latest

NATIONAL NON-FARM INCOME



Consumers' Real Income

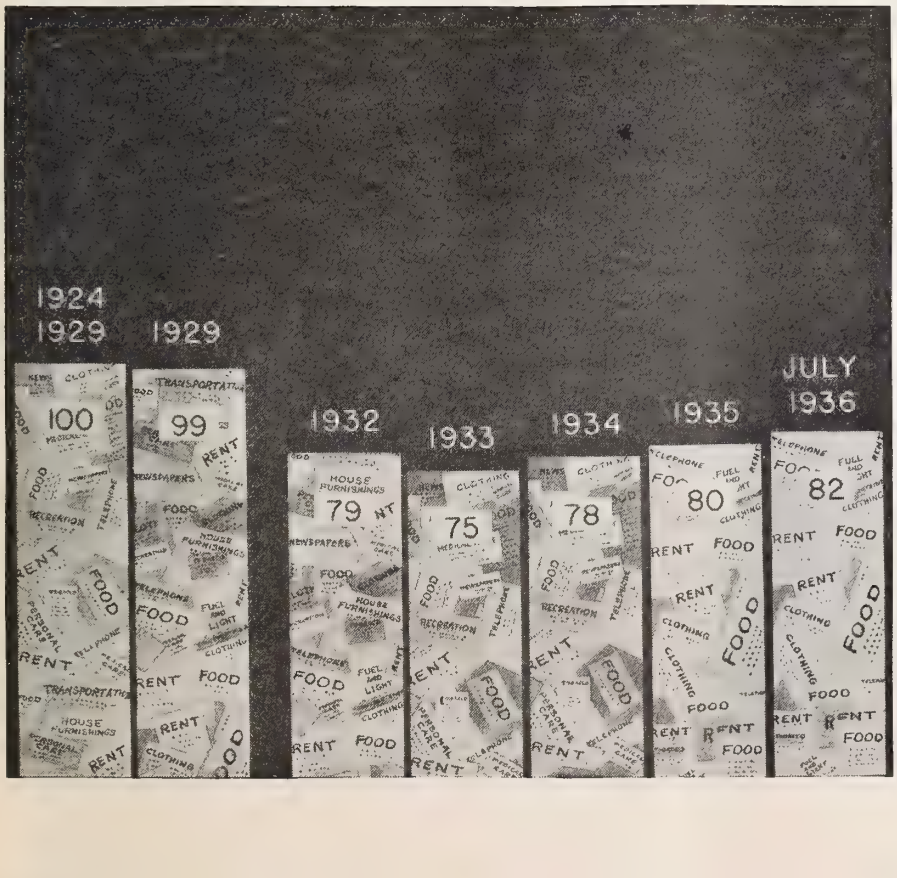
What consumers can buy-not just how much money they earn, nor what things cost but a combination of these two-measures whether consumers are getting ahead or falling behind. Consumers' real income in July 1936 is here stacked up against depression and pre-depression real incomes.

month, July 1936, factory pay rolls were 28 percent smaller than in September 1929, the high point reached before the depression, and 21 percent below the 1924-29 average.

PAY ROLL FIGURES refer, of course, only to incomes of employed workers. Bigger factory pay rolls may mean higher wages for the same number of workers; they may mean more workers employed, each earning the same amount or less than before; finally, they may mean both higher wages and more workers employed.

SOCIAL gains come when more people share in increased earnings. More people have been sharing in this upswing in factory pay rolls. From the low point in March 1933, the number of people with jobs in factories has swelled until in July 1936 there were 49 percent more so employed.

TOTAL LIVING COSTS



IN the downswing from "prosperous" years, pay rolls were slashed much more severely than was employment. On the upswing pay rolls have been increased at a greater rate than has the number of workers with factory jobs. While July 1936 pay rolls were more than double the size of March 1933 pay rolls, factory employment in July 1936 was only about 50 percent greater. Compared with a peak month like September 1929, however, employment in July 1936 was closer to the former level than were pay rolls. Employment in factories then was within 20 percent of the September 1929 figure, while factory pay rolls were still 28 percent below the September 1929 level. Stacked up against the base years, 1924-29, employment was 12 percent and pay rolls were 21 percent under "par."

RECORDS of gains such as these do not tell the whole story. Of course if all types of enterprise had shown the same degree of recovery as has the manufacturing industry, the problem of unemployment would now be relatively easy. Population today is greater than in 1929 or than in the base years 1924-29. Unemployment and low wages still are a national concern. Just how severe problems they are can be measured only when more adequate data are available, but the load carried by the Works Progress and Public Works Administrations is an indication of their importance. Employment under the Works Program stepped up from about 3,000,000 persons in May to approximately 3,120,000 in June. Total pay rolls were $150,700,000 in May against $152,700,000 in June. Projects financed by PWA also showed gains during June. Employment at the site of construction and pay rolls stepped up from 315,000 persons and $22,590,000 in May to nearly 350,000 and $25,840,000, respectively, in June.

COMPARISONS in the relief load which the Government is carrying,

[Continued on page 22]

Many agricultural experiments have been carried on in this building by workers of the Florida Experiment Station.

Science at Consumers' Service

State Experiment Station experts turn their spotlights on problems of American homemakers in their work as family buyers and manufacturers of family food and clothing

COOKS who yearn to turn out the kind of angel cake that puffs its chest out and makes the family shout for more had better look to their altitudes before they mix their batters.

ALTITUDE, home economists of Colorado have discovered, can make or break their angel cakes. Recipes that work like charms in the lowlands go all awry up in the mountains. Homemakers have discovered this fact from practice. Home economists believe they have discovered one reason why. It is that sugar added to flour and egg white behaves differently at different distances from sea level.

ANGEL cake maxims should now include the rule that with a given amount of flour and egg white, the sugar content must be decreased with increases in altitude. In fact, the experimenters found that if you want to make a cake of satisfactory texture at a height of 10,000 feet you can't use any sugar in the mix.

NO TREK over the Rockies was required to carry out the tests that revealed this useful-to-homemakers rule. Investigators did all their baking at the unique altitude laboratory of the Colorado State Experiment Station.

SUPPORTED by State and Federal funds, manned by outstanding scientists, specialists, and teachers, these stations every day carry on research in the interest of farmers and consumers. With the aid of the State agricultural colleges, they study ways to improve crop production and products. They conduct experiments aimed at improving animal production and products. They work in every possible way to improve rural economic and social conditions.

NEWS about experiment station work generally reaches consumers by newspaper, magazine, or radio. County home demonstration agents carry the news to farm homes. Numerous station publications help to convey useful facts to people who want them. During 1935 the various station staffs issued 864 different bulletins, and published almost 1,800 articles in 69 technical and scientific journals. Recently the Office of Experiment Stations of the United States Department of Agriculture issued a Report on the Agricultural Experiment Stations for 1935. Much of the information contained in this report has to do with direct consumer problems.

FOODS, nutrition, and household management are some of the subjects covered by work in experiment stations all the way from Washington and California to Florida and Maine. Even the humble potato has come in for its share of study.

Dairy barn at the New Jersey Experiment Station.

The Federal Government, too, has its experiment Station. One of the buildings of the U. S. station at Beltsville, Maryland.

Workers at the Maine Experiment Stations tried to find out what it is that makes some potatoes mealier than others. The experiments were extensive, but the results can be given in a few words. Fertilizing the soil with potash apparently yields the most mealy potatoes. Potash scored again when the Ohio Station studied the taste angle, and found that potatoes fertilized with this mineral were of particularly good flavor.

POTATO OUTSIDES frequently slough off and go to waste when they are cooking, because the outside part cooks more quickly than the inside. Investigators in Wyoming tried to discover what was needed to grow a potato that would cook evenly. The answer lay in irrigation. Repeated tests showed that potatoes grown on irrigated soil would cook more evenly than dry-land potatoes. In trying to find the reason, scientists photographed thin slices of the potatoes under the microscope. Chief observation was that in dry-land potatoes the cells near the outside were much larger than those in the center. Here the problem rests for the moment, but it is easy to imagine the future possibilities for cutting down guess work in judging potato quality. These possibilities will come very near realization if further study shows definitely that you can judge the quality of a potato by the relative size of its cells.

SOUTHWESTERN families who eat pinto beans may wonder why the beans sometimes are not as palatable as they might be. The New

Above: Model hen houses at the Alabama Experiment Station.

Below: Some buildings at the Wyoming Experiment Station, scene of studies in cellular structure of dry-land and irrigated potatoes.

Experimental rhubarb field at the New Jersey Station.

Mexico Station thinks it has found the secret in the hardness or softness of the cooking water. Apparently the harder the water, the more difficult the cooking process. The Station recommends to consumers that they boil hard water before using it, and use only enough to cover the beans. Further recommendations include soaking the beans in hot water, cooking in a kettle with a close-fitting cover, and using soda to soften the skins and shorten the cooking time.

PRESERVATION of foods is another of the general problems studied at many experiment stations. Many people know that corn meal loses fat and deteriorates considerably during hot summer weather. Experimenters at the New York State Station sought a way to avoid this loss. They found that the best place to store corn meal was in an ice box. If that's not possible the meal should be dried out thoroughly and kept in closed containers.

CURED MEATS like ham and bacon do not spoil as readily as fresh meats but they do develop mold. Workers at the Iowa Station found a simple way to hold this mold in check: The good old ice box. Keeping cured meats in covered containers holds shrinkage down to a minimum. Further studies on the care of meat in the home refrigerator showed that paraffin paper is good for storing bulk sausage, parchment paper for sausage in casings. Either a paraffin paper wrapping or a covered container will keep dried beef from shrinking. Ready-to-serve meats, since they spoil quickly, should be stored in the coldest part of the ice box, for as short a time as possible, says the Iowa Station.

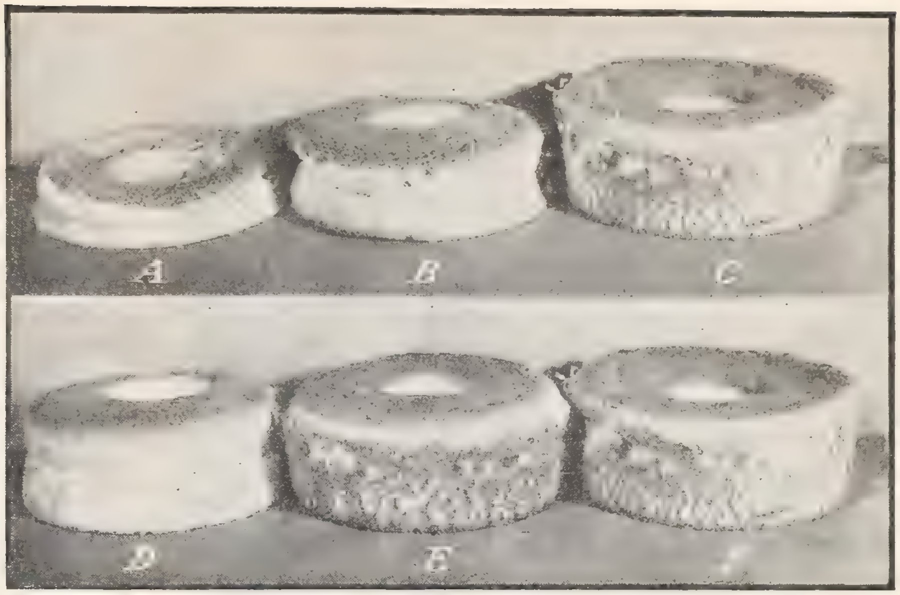
HOUSEWIVES have often wondered why jelly recipes, though carefully followed, occasionally fail to produce a good jelly. With the use of a jelmeter, a measuring instrument developed at the Delaware Experiment Station, jelly making becomes a little more scientific and a little less dependent on luck. A jelmeter makes it easy to know exactly how much sugar to add to each pound of fruit juice in order to bring jelly to the proper consistency.

MANY homemakers depend on canned tomato juice to furnish their familes with the daily quota of Vitamin C. Their confidence is apparently well placed in this convenient and inexpensive source of the scurvy-fighting vitamin. The Massachusetts Experiment Station conducted tests on a number of commercial brands of tomato juice and on one single brand over a period of 3 years. With but one exception, all the samples tested were good sources of Vitamin C. One further point came out of the Massachusetts study. Tomato juice is not quite as rich in Vitamin C as orange juice. Hence it takes more tomato juice than orange juice to provide any given quantity of Vitamin C.

TOMATO juice cocktail, unlike the straight juice, is not considered a good source of Vitamin C. Guinea pigs at the University of Maine who had to depend on the cocktail for their Vitamin C contracted scurvy. Animals receiving orange juice or tomato juice showed no such symptoms. Cocktails are O. K. as appetizers, but for vitamins consumers should stick to the juice alone.

SPINACH, long respected as a food source of iron, is only 20 percent efficient in making its iron content available to the body. Navy beans offer 60 percent. Soybeans, a little more generous, offer 80 percent. Egg yolk heads the list with 100 percent of its iron content in available form. But in considering the actual amount of iron available in any particular food, consumers should, of course, bear in mind the total iron content in that food. Figured that way, spinach still demands respect. Tests at the Wisconsin

Experiment Station furnished these facts. Now stations in Mississippi, Georgia, and New Mexico are investigating sorgo and sugarcane sirups, collards, turnip tops, and pinto beans as sources of iron.



Cakes A, B, and C were all baked according to the same recipe, correct for sea level by the Colorado Experiment Station. Cake C was actually baked at sea level, but A and B were baked at 10,000 feet and 5,000 feet, respectively. Cakes D, E, and F were baked at the same altitudes as those immediately above, but with the recipe corrected for sugar content.

HOMEMADE bread may win the family vote for flavor but what of the cost? Forty farm households in various parts of Vermont recently cooperated with the State Experiment Station in getting the answer to the relative cost of bakery-baked and home-baked bread. In 55 percent of the homes, housewives baked their own bread. Commercial bakers supplied 12 percent of the homes with most of the bread used, and 33 percent of the homes with all the bread used. Average cost of bakery bread was 7.8 cents per pound. Not counting the time it took to make the bread, it cost these housewives about 4.3 cents per pound for the homemade product. Further calculation showed that $4.01 would pay for all the "bought" bread used by an average household in 4 weeks, while $2.21 would buy the same amount of homemade bread. Since the saving is only a little over 6 cents a day, and since most of the homemade bread was of rather poor quality, the Vermont investigators recommended that decisions as to home bread baking should take into account "the monetary return, the presure which the purchase of necessary or desirable goods and services places upon the cash income, the quality of bread which can be made, and the available time of the homemaker and her helpers."

FOOD FORECASTERS AT WORK

[Concluded from page 6]

uses the reports as an index of farmers' buying power. One small circus often uses the reports in planning its itinerary. As a result of using these reports, business men avoid costly and annoying delays and to the extent that they avoid losses, they cannot only give more efficient service, but can afford to sell at lower prices.

TO THE individual farmer these reports serve three useful purposes; first, as a means of keeping informed concerning the condition and prospects of crops in which he is interested; second, as a means of judging when to market his crop; and third, as a means of judging whether it will pay him to make a change in his crop plans. This country is so large and has such a diversity of climates that grain of some kind is planted in every month of the year and potatoes and some other vegetables have nearly as long a season. When crops in one section of the country show signs of failing farmers elsewhere, if informed in time, can increase their plantings. In some cases farmers can increase production of crops already planted by giving them extra care.

SPECIAL SERVICE is performed by the Crop Reporting Service in the case of emergencies—the World War, the Mississippi flood of 1927, the depression, and droughts. During the war it was more essential than every before to know the existing condition and future prospects of important food crops. A similar service was performed during the depression following widespread disaster to crops by providing complete agricultural statistics on production, essential to any program of agricultural relief.

TOWARD BETTER BREAD FLAVORS

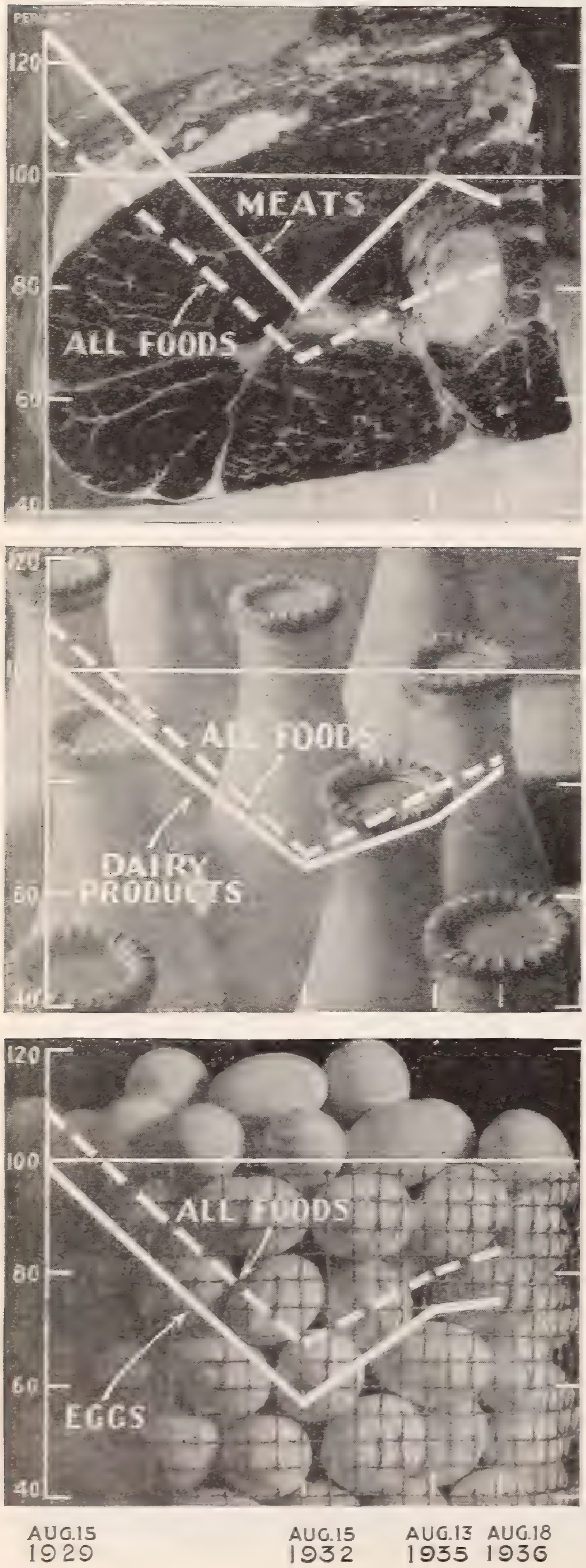
[Concluded from page 9]

JUDGES still in the running at this point ought to be pretty good at tasting flavors. For the new series the panel will include only 60 judges—20 from each of the 3 cooperating bureaus.

SOON the ovens of the Bureau of Agricultural Economics will be busy baking 24 loaves of bread 1 day each week for the next flavor tests.

Your Food Costs

A PERSPECTIVE OF FOOD COST CHANGES
1923-1925=100



RETAIL food costs remained unchanged from July 14 to August 18 as sharp declines in fruit and vegetable prices canceled the effects of price advances in all other food groups. The offsetting effect of lower fruit and vegetable prices was practically a repetition of the situation from June 30 to July 14, so that food costs in general have declined 0.3 percent since the end of June. This decline has occurred in spite of rapidly advancing prices for eggs and dairy products and moderate increases in meat prices.

SHARP decline in fruit and vegetable costs was primarily due to lower potato prices, even though most other fresh fruits and vegetables registered price declines. Potatoes occupy an important position in the food index, and it was thus primarily lower potato prices which prevented food costs from advancing just as it was primarily higher potato prices which caused the index to advance in May and early June. While average food costs for the United States failed to change, advances were registered in the drought affected West North-Central and West South-Central States but these increases were offset by declines in the Mountain and New England States.

INDEX of retail food costs on August 18 as reported by the Bureau of Labor Statistics remained at 84 percent of the 1923-25 average, the highest level for this date since 1930. Costs were about 6 percent higher than a year ago but they were 29 percent below August 15, 1929.

EGGS and dairy products registered the largest increases in cost during the 5-week interval with small advances occurring in fats and oils, cereals and bakery products, and meats. Only dairy products, eggs, and fruits and vegetables were higher than at this time a year ago. Comparing present costs with the depression low point reached in 1932 and the previous high point reached in 1929 it appears that dairy products, eggs, and fats and oils are close to the halfway mark between the two dates. Fruits and vegetables are about one-third of the way up from the low point, meats and all food costs two-fifths, and cereal and bakery products about seven-tenths of the way up from the 1932 low.

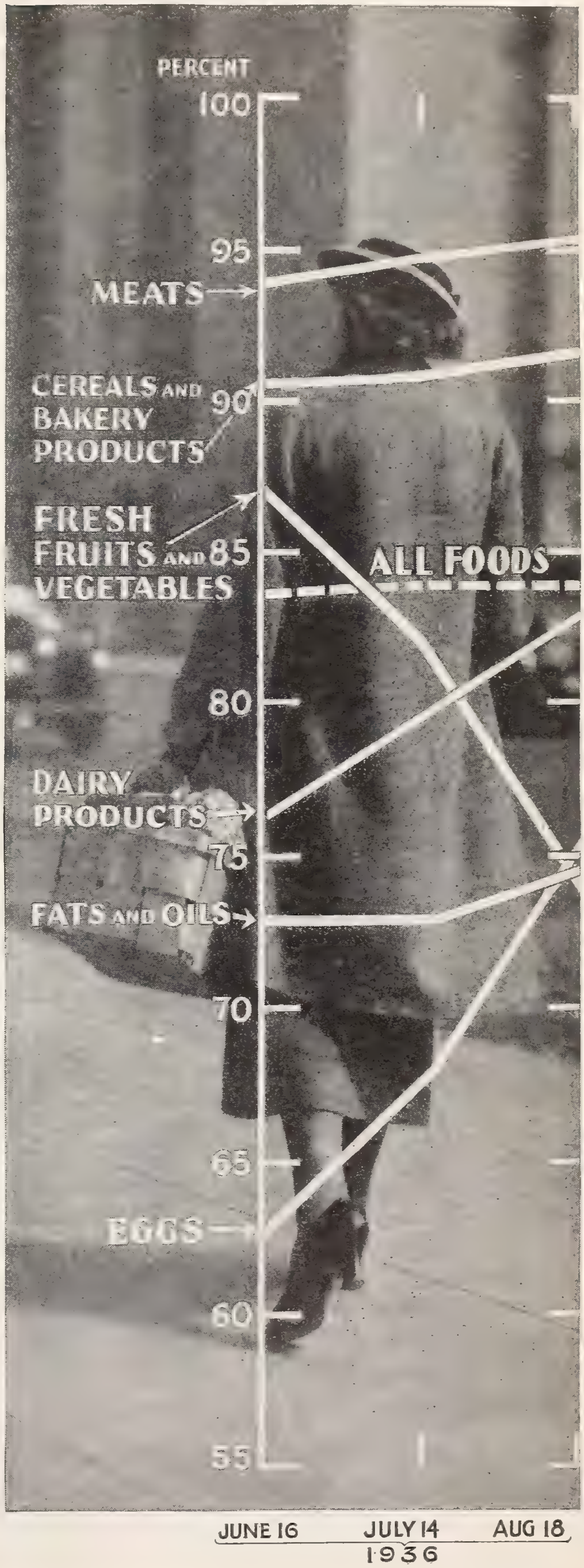
and Supplies

COST of dairy products went up 4 percent as all items advanced, with fresh milk exhibiting the smallest change and butter and cheese the largest. Higher beef and pork prices more than offset lower lamb prices, and so the cost of meats in general advanced 0.5 percent. Bread and flour led the price advance of practically all cereals and bakery items, which were 1 percent higher. Fruits and vegetable costs, as a whole declined 8 percent during the 5-week period but only the fresh items were lower in price. Prices of canned fruits and vegetables and dried fruits advanced as drought cut down supplies of vegetables for canning, and fruit prospects appeared to be below average due to spring frosts.

FARM prices moved up sharply from mid-July to mid-August to reach their highest level since June 1930. This marked the third successive monthly increase in farm prices. Since mid-May the index of farm prices has advanced 20 percent to reach 124 percent of its pre-war level. Drought conditions were primarily responsible for the increase although part of the changes in prices of eggs, dairy products, and meats were usual seasonal movements. Corn and wheat prices led the upturn, corn prices jumping 24 cents per bushel while wheat advanced 11 cents per bushel. Fruits were the only food group to decline in price, and potatoes, apples, chickens, and lamb were the only individual products to register price declines. All food items were above their August 15, 1935 level with the exception of hogs, cattle, and eggs. This sharp increase in price was not all gain for farmers since they had less products to market and had to pay higher prices for feed.

PROSPECTIVE food supplies available for consumption per person from July 1, 1936 to June 30, 1937, appear to be about 3½ percent below supplies in 1935-36 primarily due to the drought. This per capita estimate is slightly different from the estimate of total supplies reported in the July 13, 1936, issue of the GUIDE because the latter figure has been adjusted for crop deterioration during July, and for the yearly increase in population. Per capita supplies of meats, poultry, eggs, rice, canned fruits, fresh vegetables, peanuts, and wheat are expected to be about equal

A CLOSE-UP OF FOOD COST CHANGES
1923-1925 = 100



to or slightly larger than supplies a year ago. Lard supplies should be considerably larger with dairy products and canned vegetables 6 and 10 percent smaller. Major shortage appears to be limited to Irish and sweet potatoes which are down 20 to 25 percent and per capita supplies of fresh and dried fruits which are expected to be 15 to 20 percent smaller. On the basis of this report there appears to be no need for alarm on the part of consumers as to shortage of supplies, although careful buying will be necessary during the first half of 1937 when the full price raising effects of the drought will be felt.

LATE potato prospects improved during late August and early September as rains fell in the important northern potato producing States. On August 1 the late potato crop was estimated at 75 million bushels below the 319 million bushel crop of 1935. These improved growing conditions may cause some upward revision in the 1936 estimate, but the crop is still expected to be well below last year's level. Lower potato production this year is due in part to a voluntary 10 percent reduction in acreage made by growers because of low prices the past two seasons, and in part to low yields resulting from drought conditions during planting and early growing season. Late potatoes comprise the bulk of present supplies and beginning in mid-September will be the only market supplies until shipments from the early producing areas commence in January. Despite the small size of this year's late crop old potato shipments to the end of August were 45 percent larger than a year ago as higher prices induced farmers to ship earlier than a year ago.

RETAIL potato prices went down 0.5 cent to 3.6 cents per pound during the 5-week period. While retail potato prices have dropped over a cent a pound since the end of June they are still double prices a year ago. Lower farm prices accompanied this decline and on August 15 farmers received about $1.28 a bushel for potatoes, about 13 cents less per bushel than during mid-July. Potato prices should continue to decline seasonally until October at which time an upward movement may occur because of the small size of the current late crop.

EGG production continued downward during August but more than seasonal declines were confined to the middle-western States. Drought conditions during July and August forced mid-western producers to liquidate flocks almost as heavily as during the drought of 1934. The effect of heavy culling was a 100 percent increase over 1935 in receipts of young stock at mid-western packing plants during the first 3 weeks of August and a sharp drop in egg receipts. Some production improvements may occur in this area once the drought is fully broken, but in view of past extensive liquidation of farm flocks and more selling likely to be done no major improvement in egg production in this area can be expected until next spring. Egg producers on the West coast and in the East have not suffered severely from the drought outside of higher prices for feed. Short periods of hot weather checked production but because of moderately favorable range conditions producers have been able to carry their young stock, and culling of flocks in this area has not been more than usual. Liberal supplies from these two areas have in part offset declines from the important mid-western area and were a factor in causing declines in wholesale prices at New York and Chicago during August.

EGG prices to consumers advanced 3.8 cents to 39.1 cents per dozen from July 14 to August 18 as a result of higher wholesale prices in late July, and the usual time lag between wholesale and retail price changes. This advance brought egg prices to about 1.5 percent above prices a year ago, a reversal of the situation in June and July when eggs were below 1935 prices. Part of the price advance was seasonal but higher feed prices, low storage supplies, and increases in consumer income were additional price boosting factors.

POULTRY receipts at major markets during August were over 50 percent heavier than a year ago as drought conditions and high feed prices caused heavy culling of farm flocks in the Middle West. Poultry receipts usually increase slightly from July to August but the increase this year was more than usual and a large part of the supplies moved into cold storage. The major part of this increase in receipts was in young chickens so that price declines were not equal for different classes of chickens. Due to larger supplies retail prices of roasting chickens moved down about 0.5 cent to 33.3 cents per pound from July 14 to August 18, but prices are still 10 percent above a year ago. Poultry prices are expected to exhibit more than seasonal declines until the end of the year.

BUTTER supplies during the coming fall and winter are expected to be less than a year ago and probably will be about as low as in 1934-35. Shortage of feed supplies and generally poor pastures have caused production to drop to new low levels. During July, butter production was 32 million pounds below July 1935, a 17 percent decline and the lightest July production since 1923. Current reports on production indicate some improvements in scattered areas but conditions continue to be generally unfavorable. Storage stocks cannot be relied on to offset the deficiency in production for August 22, stocks at 26 storage centers were at their lowest point since weekly reports were started in 1924. Cheese and evaporated milk production also exhibited more than seasonal declines from June to July due to the falling off of milk production, with production of these products also below 1935 levels.

RETAIL prices of all dairy products advanced from July 14 to August 18 with the large changes occurring in the drought-affected North Central States. Fresh milk advanced about 0.5 cent a quart. Price advances occurred in 22 cities with 19 reporting advances of 0.9 cent or more per quart. Farmers claimed that price advances were necessary due to higher cost of feeds. Butter prices moved up 2.5 cents to 42.5 cents per pound while cheese was 1.6 cents a pound higher and cream about 1 cent a half pint higher. At present levels butter is 36 percent higher than a year ago, cheese 10 percent, and milk 5 percent higher.

CANNED vegetable supplies are expected to be about 12 percent less than the large supply in 1935-36 but 16 percent above the drought year 1934-35. Not all crops were equally affected by the drought. Supplies of canned snap beans, beets, sweet corn, and peas will be reduced considerably below the large supply in 1935 but supplies of canned spinach, tomatoes, tomato juice, and lima beans will be above normal. Primarily due to drought conditions, the retail price of No. 2 size canned corn went up 0.6 cent while canned green beans and canned peas advanced 0.4 and 0.3 cent a can.

MEAT supplies, per capita, from July 1, 1936, to June 30, 1937, are expected to be slightly larger than a year ago. Increases in supplies of lamb and pork are expected to fully offset declines in beef. While per capita supplies will probably be larger, consumers will find that a much larger than usual proportion of supplies will come to market during the first half of this year and this should mean larger than usual price declines during this period.

CATTLE and calf shipments from the western cattle areas the remainder of the year are expected to be about 800,000 head, or 15 percent, above the relatively large shipments during the corresponding period in 1935. All of this increase is in States where the drought reduced feed supplies, for marketings from other States are expected to be about the same or smaller than a year ago. Abundant rainfall and improved feed prospects during the next few months may decrease the size of shipments but cannot eliminate the necessity for continued heavy marketings. During August, cattle and calf receipts at major markets were 20 to 30 percent larger than during July and a year ago. A large proportion of these receipts were medium weight and weighty grain-fed cattle.

BEEF prices to consumers advanced during the 5-week period, but prices of all cuts remained 8 to 15 percent below retail prices a year ago. Major changes were limited to the more expensive round and sirloin steaks, which went up over 0.5 cent a pound. Rib and chuck roast were only 0.2 cent per pound higher while plate beef and liver showed declines of a similar amount.

HOG receipts at major markets during August dropped sharply from their higher July figure but remained 50 percent heavier than the small supplies a year ago. A large proportion of the increased supply was composed of light butcher hogs and pigs. Corn prices have gone up faster than hog prices, and this together with the smallest corn crop in 50 years has hastened marketing of pigs from the spring crop. According to the summer hog outlook, hog slaughter from October 1, 1936 to September 30, 1937, is expected to be 10 to 20 percent larger than in 1935-36 and in 1934-35. Total supplies for marketing this year would have been increased further if the drought had not curtailed feed production and caused farmers to alter fall farrowing plans. The seasonal distribution of marketings this year is likely to be much different than in the past 2 years with October to December slaughter comprising a larger than usual proportion of the total slaughter.

[Concluded on page 23]

MEASURING CHANGES IN CONSUMERS' REAL INCOME

[Continued from page 13]

as an indicator of the difficulty workers are having in getting jobs at adequate wages in industry, cannot be made between the present and March 1933 or earlier periods because in those periods there was no provision made by the Federal Government for the direct relief of people left jobless or with earnings at starvation level.

SO MUCH for income. Now turn to the other side of the picture—the cost of living. Only when these two indicators of change—income and costs—are brought together can we get a measure of changes in standards of living.

LIVING COSTS of workingmen's families were lower in the early months of 1933 than at any time since such cost estimates were first made by the Government in 1919. Since March 1933 these costs have mounted until in July 1936 they were 12 percent higher; that is, for every $100 workers had to spend for these necessities in the trough-period of the depression, they now have to spend $112 to buy the same goods and services. Living costs in July 1936 still stood, however, considerably under the pre-depression level. They were 18 percent less than costs in September 1929, and the same amount under average costs for the years 1924-29. Put another way, basic necessities of living which cost workingmen's families $100 in September 1929 and in the years 1924-29, could be purchased in July 1936 for $82.

NOT all items in family budgets—as most families know—have changed in cost at the same rate as have average living costs. Food has shown much more drastic changes in cost—both during the depression and since the upturn in activity. In March 1933, 58 cents would buy as much food as a dollar would buy in the years 1924-29 and as much as $1.04 would buy in September 1929. Three years later, in July 1936, food costs were 40 percent higher than in March 1933; that is, it now takes $1.40 to buy the food which $1 would buy in March 1933.

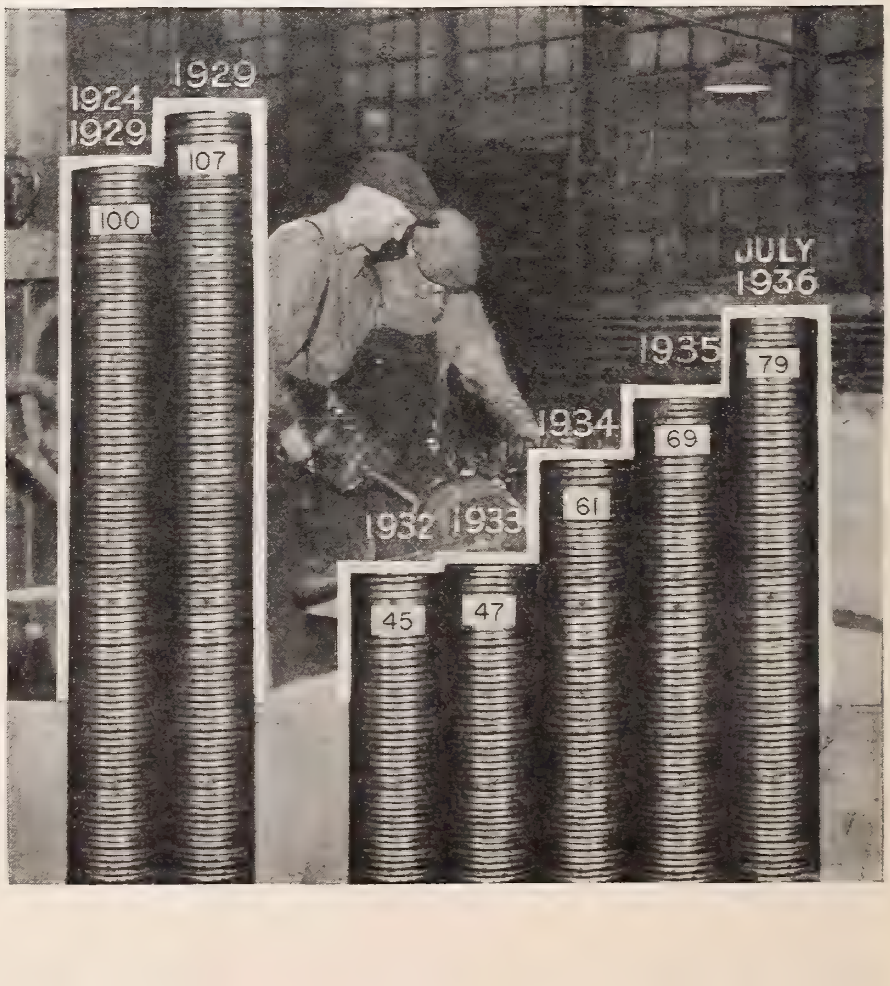
DESPITE this major advance in food prices since depression lows, food still costs less than it cost in 1929 or in the average years 1924-29. In July 1936, 81 cents would buy as much food as $1.04 would buy in September 1929 or $1 would buy in the average period.

COMPARED with the see-saw in food costs, costs of other items in the family budget have moved relatively little and because these other items take about two-thirds of the family's income their cost-changes counterbalance to a large degree the severity in food cost changes. All living costs but food increased less than 3 percent between March 1933 and July 1936, and in the latter month were 16 percent under their September 1929 level.

PRICES WHICH are changing more rapidly than others have a way of getting into the headlines and attracting attention to themselves. Prices which stay at a fairly even level are taken more for granted. To get a fair perspective on the expensiveness of the goods whose prices move more drastically, a good rule is to compare them with the more slowly moving prices.

TAKE food prices as an example. Back in September 1929 food costs were 5 points higher

FACTORY PAY-ROLLS



than the level of all other living costs (in comparison with their 1924-29 averages). In March 1933, after food had become relatively cheap, food prices were 23 points lower than other living costs. Now, with food up again and other living costs only slightly up, food is 1 point under these other costs. In other words, even with today's higher food prices, food costs take a slightly smaller proportion of the family's income than in the more "prosperous 1929."

COMBINING, now, urban consumer income with total living costs, an estimate can be made of consumers' purchasing power, consumers' true measure of living standards. Because living costs in July 1936 bear the same relation to urban consumers' income as they bore in the years 1924-29, purchasing power of city consumers with incomes today is as great as it was in that base period. Urban consumers as a group--not considering the change in their number--are as well off now as they were in those earlier years. They are much better off than in March 1933. At that time, purchasing power of urban consumers was 20 percent lower than it is now.

WORKERS in factories as a group have had their purchasing power boosted even more. Between March 1933 and July 1936 it was doubled, and on the latter date was 13 percent below the September 1929 level and 4 percent under the level of purchasing power in the years 1924-29.

YOUR FOOD COSTS AND SUPPLIES

[Concluded from page 21]

RETAIL pork prices continued their upward movement from July 14 to August 18, but the advance was smaller than occurred at this time last year. Pork chops advanced about 1 cent a pound, while loin roast went up half that amount. Bacon prices increased 0.2 cent per pound and ham was 0.75 cent higher. During the same period a year ago price advances ranged from 1 to 5 cents per pound with the heaviest increases in the smoked products. Compared with a year ago, retail prices of all products are lower, with fresh pork down 12 percent, bacon 9 percent, and ham 1 percent.

LAMB receipts during August were almost as large as a year ago and considerably above July. However, quality continued poor and many of the grass-fed lambs were little more than half fat. Heavy August receipts were due to a close to record 1936 lamb crop and a relatively small movement of these lambs up to August 1. As a result of these factors, lamb marketings are expected to continue heavy during the remainder of 1936, with peak movement in October.

RETAIL lamb prices declined from July 14 to August 18, but lamb prices were still about 12 percent above the same period in 1935. Chuck and leg of lamb registered the sharpest declines, going down about 1 cent per pound, while breast of lamb was 0.3 cent per pound lower. The wholesale price of good dressed lamb went down about $3 per 100 pounds in Chicago during August and further seasonal price declines may be expected.

NEW PRODUCTS FROM OLD CROPS

FINDING new uses for agricultural products, by-products, waste products, and surpluses is one of the main functions of the United States Department of Agriculture. Research scientists at the Department work constantly to improve products and extend their present uses.

COTTON has been on the study list for many years. Numerous projects have been completed, while others are still being worked on. The new uses for cotton are of wide and varied application. A few years ago, for example, the Department developed and introduced a special cotton fabric affording protection against rain and snow for children's outdoor winter play suits.

FRUITS and nuts are beginning to appear on the market packed in open-meshed cotton bags. These bags, as well as combination open- and close-mesh bags for packing citrus fruits, potatoes, onions, and nuts, were also developed by the Department. Further study helped to develop cotton fabrics for barrel top covers, as containers for raw and refined sugar, and as foundation for hooked rugs.

LATER experiments resulted in the use of cotton fabric for reinforcing bituminous surfaced roads. The cotton diversion program of the Agricultural Adjustment Administration is using some of the fabric for this purpose. New uses for cotton should eventually mean increased demand for the raw material and more returns for cotton farmers.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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Consumers' Guide

VOL. III, No. 17
SEPT. 21, 1936

State Research on Home Problems

> "America's contribution in 1787 to world governmental practice was enormously significant. It is my belief that in the spirit if not in the form of 1787, the United States can in the not too distant future make again fully as great a contribution to the productivity and welfare of the peoples of the world and perhaps an even greater contribution to the consuming power and happiness of all the nations"
>
> Henry A. Wallace
> Secretary of Agriculture

FROM an Iowa consumer: "I had a strange experience lately. I had been getting milk from my son's Jersey cow. I churned some of the cream and kept myself in excellent butter. When his cow failed I planned to buy whipping cream and churn it. But no, it would not make butter. I treated it just as I had all the different creams from all the different cows from which I had churned, but it simply would not change into butter. I decided, since I know few consumers churn in these days, that the dairymen had found a secret to please--and were pleasing--their customers who wanted not churning cream but whipping cream. Could the answer lie in the homogenizing process reported in the GUIDE as being used on cream nowadays?"

HOMOGENIZING would prevent cream from churning into butter, say the experts of the Bureau of Dairy Industry, but dairymen are not likely to homogenize whipping cream. The process consists of subjecting the cream to high pressures, breaking the fat globules into tinier particles so that they do not rise to the surface. Since it prevents the cream from bubbling up and foaming into increased volume, it is not suitable for whipping cream.

CAUSES for creams not churning into butter are published in Farmers' Bulletin No. 876, "Making Butter on the Farm", which may be obtained by writing to the Office of Information, United States Department of Agriculture, Washington, D. C. Since a dry feed diet of the dairy cows could influence the churnability of their cream, there is a possibility that the drought situation might play its part in this particular problem.

"WHEN I BUY sweetened grapefruit juice", asks an eastern city consumer, "am I buying as potent a product as unsweetened juice? What is to prevent a canner from sweetening his juice, not with sugar, but with a watery sugar sirup which would result in my spending more of my juice money for water?"

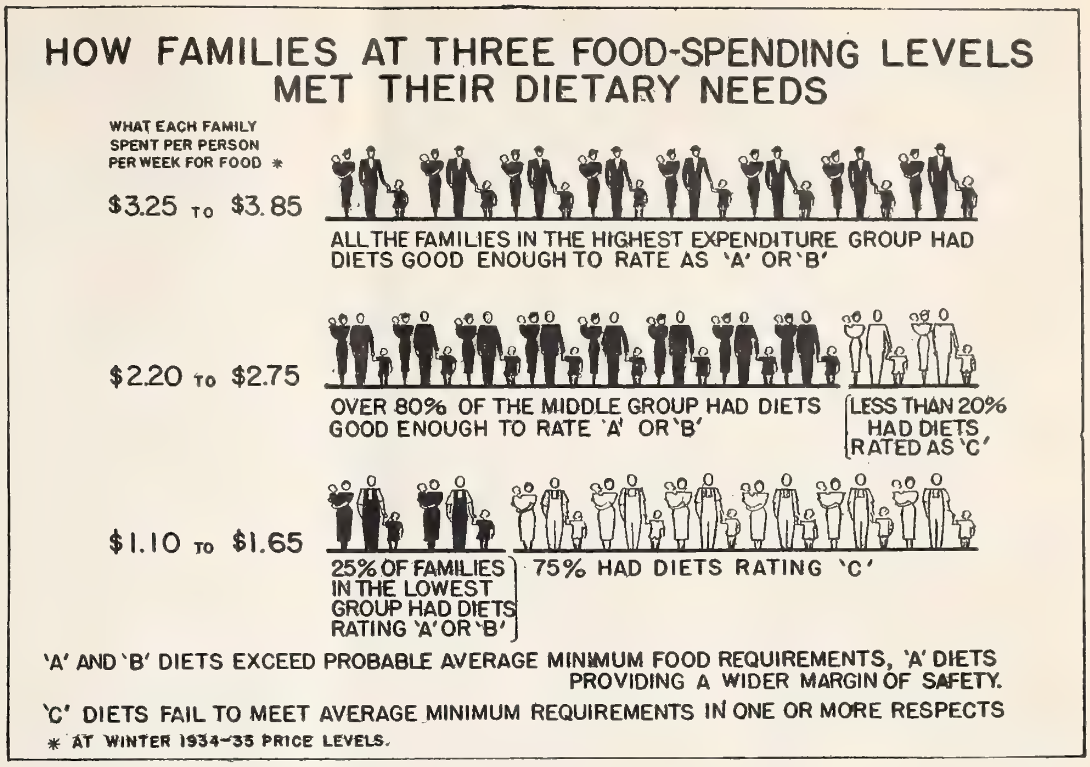
UP TO July 1, there was nothing specific in Federal regulations to prevent this dilution, and some cans of fruit juice were diluted as much as 25 percent by the addition of sugar syrup. They were labeled in such a way that this dilution was not obvious to the label-reading consumer.

FOOD AND DRUG officials ruled that under the necessity of maintaining the identity of such basic food products as fruit juice as distinguished from fruit sirups, fruit type beverages, and the like, these juices if sweetened must be sweetened with dry sugar, and conspicuously labeled to show the addition of sugar.

"FRENCH FRIED POTATOES", writes a New York consumer, "are a gamble in our house. Sometimes they have the light, golden brown color they should have, and taste delicious. Then again, the next time they may be off in color and taste and texture. I buy carefully, and if I have room in my refrigerator I even give potatoes the extra care I give green vegetables--keep them in the ice box between buying and using. I've tried several kinds of potatoes and it doesn't seem to help."

REFRIGERATION may be the secret of the trouble. Potatoes should be kept out of the refrigerator for best cooking quality. Scientists in the Bureau of Plant Industry, in seeking the solution to a similar problem troubling potato-chip manufacturers, found that potatoes stored at temperatures of 60 degrees to 70 degrees yielded good chips, while those stored at lower temperatures were unsatisfactory. These results hold good for French fried and baked potatoes as well as potato chips. Good practice for consumers is to store potatoes at room temperature, avoiding extremes of hot and cold. (See "How Do You Store?" in your CONSUMERS' GUIDE for Sept. 2, 1935.)

Supplying Food For Adequate Consumption



HOW FAMILIES AT THREE FOOD-SPENDING LEVELS MET THEIR DIETARY NEEDS

'A' AND 'B' DIETS EXCEED PROBABLE AVERAGE MINIMUM FOOD REQUIREMENTS, 'A' DIETS PROVIDING A WIDER MARGIN OF SAFETY.

'C' DIETS FAIL TO MEET AVERAGE MINIMUM REQUIREMENTS IN ONE OR MORE RESPECTS

* AT WINTER 1934-35 PRICE LEVELS.

Studies showing how well workers feed their families at different low income levels add another chapter to the knowledge of present and potential markets for American agriculture.

AMERICANS may be the best fed people in the world, but many of them need more food to bring our country as a whole up to the standard nutritionists would set for "optimum nutrition". A fairly large percentage of those with low incomes fail to get diets adequate for health, according to the first reports from a new study of eating habits of workers and their families made by the Bureau of Labor Statistics and the Bureau of Home Economics.

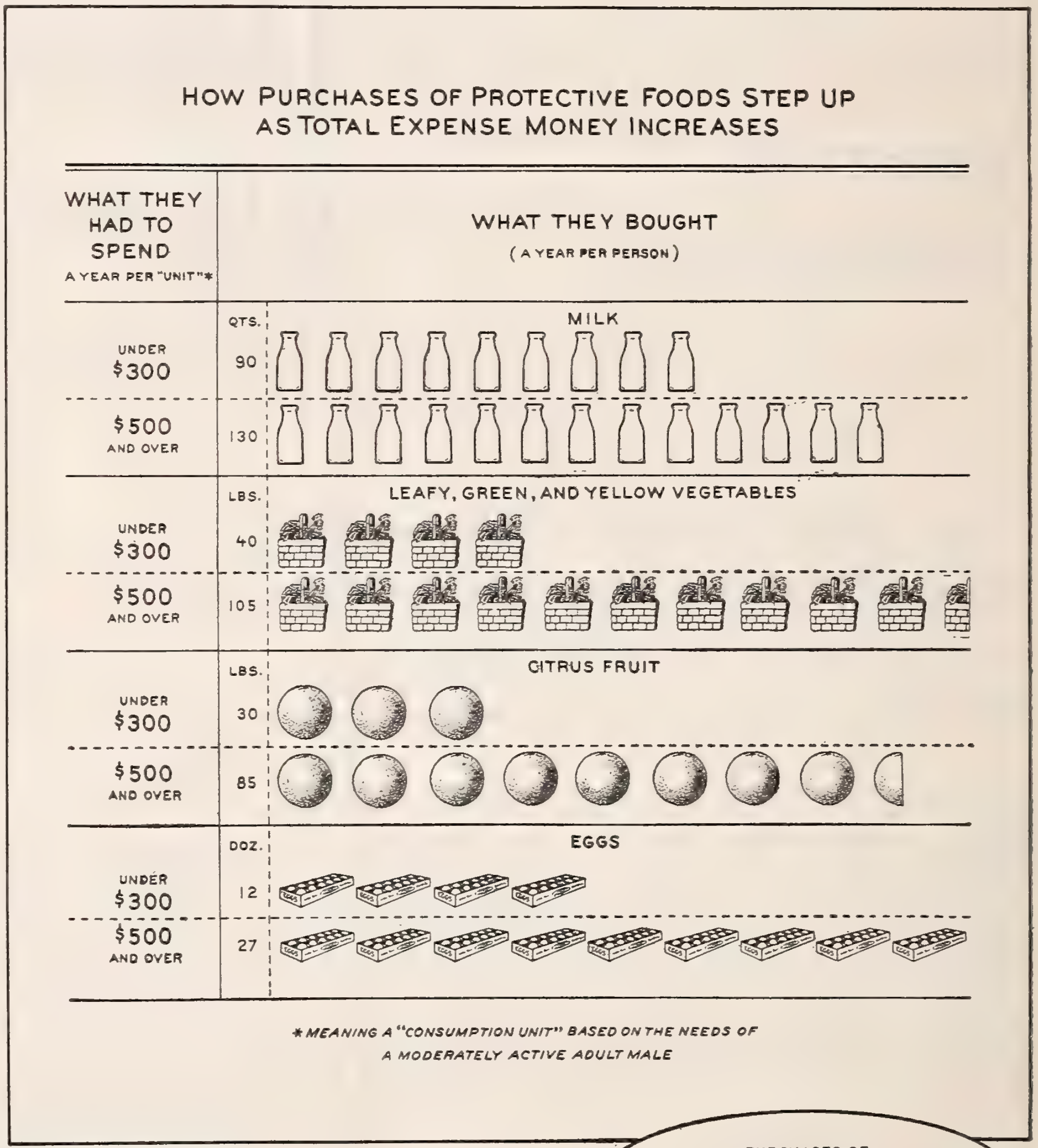
COLD FIGURES now prove what has long seemed obvious to first-hand observers who could not back up their impressions with official statistics: That income is a factor at the root of the nutrition problem. Another natural guess takes on official status as a fact with this study. Though the figures show clearly that more money means better nutrition, the nutrition specialists of the Bureau of Home Economics who analyzed the expenditure figures find also a basis for the conclusion that in many cases modern knowledge of food values could make the same expenditures go further toward the goal of adequate nourishment.

MORE COMPLETE statistical information on how well fed America is in general these days must wait for the results of the nation-wide study of consumption at all levels of income, now being carried on cooperatively by the National Resources Committee, the U. S. Department of Labor, the Bureau of Home Economics in the Department of Agriculture, and the Works Progress Administration. Necessary background for any picture of agriculture's present and future job of feeding America, it is essential for work in other directions, too. Government agencies, social workers, economists, legislators, business men, scientific researchers, labor leaders—these are a few of the experts who are waiting for a realistic, statistical picture of America's level of living, not as it could or should be but as it actually is today.

SLICING off the bottom layer of this picture, two Government bureaus have given us a foretaste of what the results of the larger survey may be among the lower income levels. During 1933-34, the Bureau of Labor Statistics made a survey in a large number of cities of the way wage-earners and lower-salaried clerical workers spend their money. A thorough investigation was necessary in order to bring up to date the index of living costs which the Bureau publishes twice a year. The survey throws no light on the situation of the unemployed, of people receiving relief, or of those with incomes of less than $500 a year. Only families boasting at least one member who had worked over a thousand hours in at least 36 weeks of the year were included.

SPOTLIGHTS on this survey from several angles have brought out certain facts about how people in the lower income brackets budget their expenditures. In one analysis the figures on spending habits of families in 11 New Hampshire communities were studied to find out how families at different levels of economic well-being divided up their expenditures among their various needs.

MEASURING the level of economic well-being presented problems. It is not enough to bracket families merely by the total amount of money coming in and being used for their expenses. For a family with $1,500 a year to spend on the needs of only two people is probably better off than a family with $2,000 to spend on five people. But it is still not enough to divide the income by the number of people who must live on it and let the answer place the family on the scale of economic well-being. For one member of the family may need more or less than another, depending on factors like occupation, age, sex, and social custom. Some way of comparing the well-being of families not only of different size but of different composition had to be found. The answer was the "consumption unit". Taking the expenses of a moderately active man as the yardstick, the expenses of other types of people were figured as percentages of this yardstick. Families could be compared fairly after they had been calculated into the number of equivalent "consumption units". One family of six, by this method, might add up statistically to 5.5 consumption units, while another with members of different ages and needs might total only 4.2 consumption units. Classifying the families by the amount of money available for each "consumption unit" put them in their true place on the scale of economic well-being.



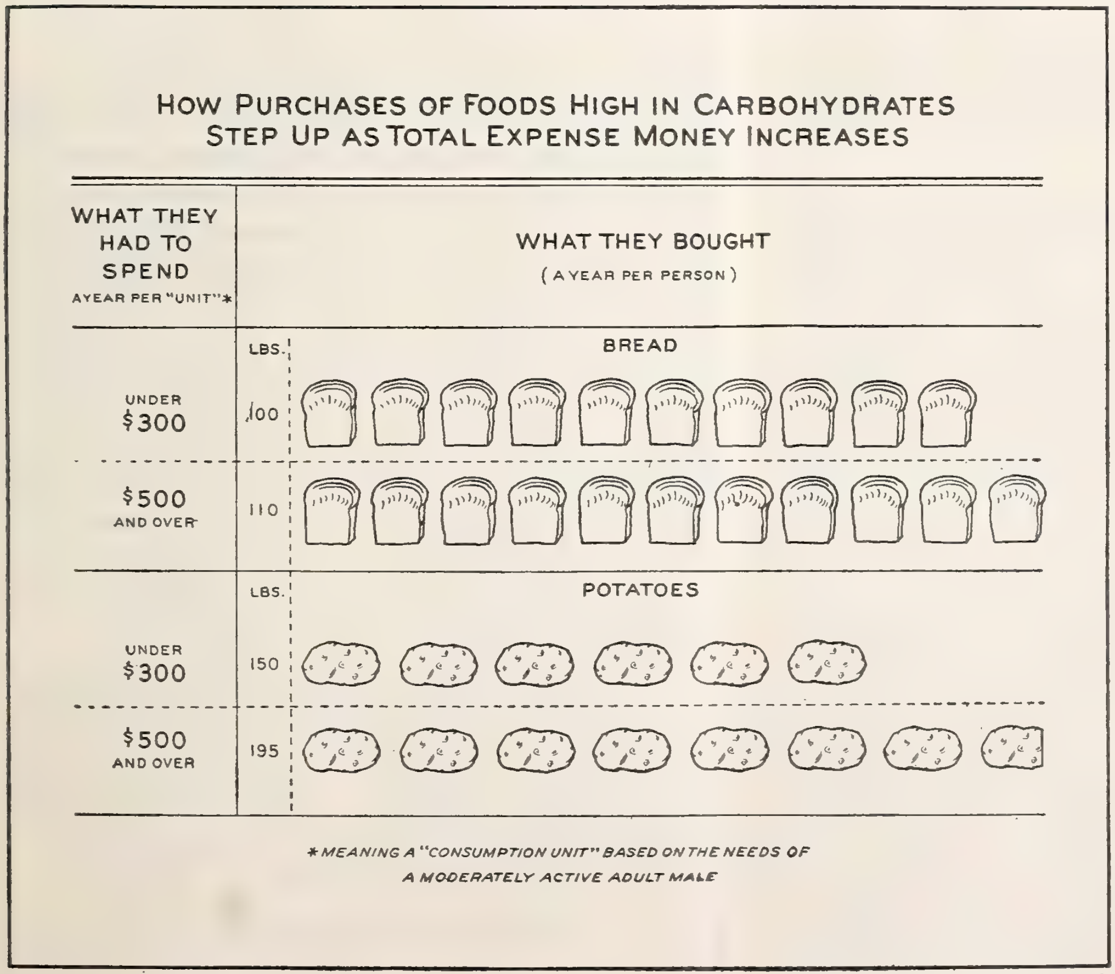
U. S. DEPARTMENT OF AGRICULTURE NEG. A.A.A.

PURCHASES OF PROTECTIVE FOODS, THOSE RICH IN MINERALS AND VITAMINS, INCREASE SUBSTANTIALLY AS MORE MONEY IS AVAILABLE. FOODS RICH IN CARBOHYDRATES STEP UP SLIGHTLY

LINE between two levels of economic well-being was drawn in this analysis at an expenditure of $400 per year for all needs of each "consumption unit" in the family. Naturally the large families with small incomes landed below the dividing line. The analysis showed that these families spent less money apiece for feeding each member of the family, but their total food expenditure for the whole family was higher than the average above the line because the families were larger. The families above the line could spend more for each "consumption unit" and still not have to give up so large a chunk of the weekly payroll for food. At the higher economic level the average family spent $8.06 a week for food, but that meant $3.36 for each "consumption unit." While at the lower level the families laid out an average of $8.40 per family and still it divided up to only $2.25 a week for food for each "consumption unit." The people at the lower economic level spent more than 38 percent of their income for food while those above the line spent only 30 percent, having 70 percent left for other expenses.

VERIFICATION of this evidence that food costs take a bigger part of total expenditures among low income families shows in an analysis of the survey in some southern cities. Families at the lower economic level, spending a total for all expenses of about $21 a week and families above the line spending an average of nearly $32 a week, each spent about $8.50 for food. But at the lower level that $8.50 took 38 percent of their total living expenses while it took only 28 percent of the money of the families at the higher level.

AS PART of the survey, the Bureau's investigators brought in more than 3,000 records of the food purchases of representative families of city workers. These records covered one whole week at a time in each of the four seasons of the year. Trained field workers actually visited the housewives and helped them take inventories of food on hand at the beginning and the end of the record week, visiting the families every day during the periods. These records are complete down to the last pound of sugar, the last pint of milk, the last egg.


HOW PURCHASES OF FOODS HIGH IN CARBOHYDRATES STEP UP AS TOTAL EXPENSE MONEY INCREASES

*MEANING A "CONSUMPTION UNIT" BASED ON THE NEEDS OF A MODERATELY ACTIVE ADULT MALE

U.S. DEPARTMENT OF AGRICULTURE NEG. A.A.A.

DIFFERENCES in the amount of various types of food bought in the upper and lower levels of expenditure showed up strikingly. One analysis of the data began by dividing the families in certain early reports from the study into four levels of economic well-being. In both the North and the South, the families at the top level provide more than twice as much of fresh vegetables, fruits, and fruit juices for each member of the family as the families at the lowest economic level. In both parts of the country the families who spent more than $9.60 a week for all living expense of each "consumption unit" of the family ate more than half again as much meat, poultry, eggs, and cheese as the families spending less than $5.75 a week for all needs of each unit. Even without detailed nutritional analysis of the food bought, it was safe to conclude that "as total family funds increase, workers buy diets more nearly meeting their own nutritional needs and those of their families."

MEASURING these food purchases in detail against the best available yardsticks of nutrition to see how well the families in the different economic levels were nourished was the job of the specialists in the Bureau of Home Economics of the Department of Agriculture. The subject of course is prickled with problems. So far, nutritionists know more about the kind of nutrients the body needs, than about how much of each is needed for health. Then there's the question of deciding just what is "normal" in health and nutrition. A diet can keep a person in what might be called average health, yet hold him back from his best possibilities in health or physical development. But even though nutrition research has far to go before it reaches precise measurements of minimum or optimum requirement it has already brought out some information about what humans require of certain important food factors. These factors selected as significant and measurable yardsticks of the nutritive content and adequacy of a diet are energy value, in terms of calories; protein; calcium; phosphorus; iron; Vitamin A; Vitamin B; Vitamin C; and Vitamin G (flavin).

NUTRITION SPECIALISTS of the Bureau set up tentative allowances of these nine important food factors on the basis of a consensus of all accredited scientific findings in the field. These allowances were high enough to give a safety margin, for there are losses in some food elements during the preparation of the food, and human bodies also vary in their needs and in their ability to make complete use of food. Then nutritionists calculated the food values in the food bought by 209 families in North Atlantic cities during the winter season, according to the best knowledge of the composition of the average foods of the same type. Finally they compared these estimated food values bought by families at three levels of economic well-being with the yardstick allowances set up as adequate for human health.

ALL the families in the top category, spending as much as $500 a year for all expenses of each consumption unit, bought food containing enough of the known nutrients to equal or better the yardstick set by the nutritionists. The average food supply of those families in the middle group—spending between $300 and $500 a year for all expenses of each unit—met or bettered the probable minimum dietary requirements, except for calcium. Most families in the lowest expenditure group—spending less than $300 for taking care of each unit of the family—bought an average supply of food that would not meet the allowances of one or more important food factors.

AMOUNT of food bought showed direct relationship to the level of economic well-being. But the kind of diet bought showed an even more striking relationship. The families spending as much as $9.60 apiece for all the needs of their family units had a great deal more of eggs, milk, meats, and fruits and vegetables than those families whose units had an average of less than $5.75 apiece spent for living costs.

THE TREND in food consumption with each step up in the level of economic well-being shows even more sharply if the families are divided up into classes according to the amounts they spent for food. Not all families allot their food money according to the same sense of values. Averages do not show up the individual variations in the decisions people make as to importance of different uses for their money. When the home economists classified the families into groups according to the level of their expenditures for food for each consumption unit, they found that the highest group of food spenders bought more of all types of food than the lowest group, but there was an even sharper difference between the amounts they bought of certain foods. The highest food expenditure group bought between two and three times as much as the lowest group did of eggs, milk, meats, and fruits and vegetables other than potatoes and dried legumes. There is nothing in these figures to guarantee that every egg and every vegetable served the final purpose for which it was bought. The records show only what was bought, not how much was eaten.

THREE TIMES as many eggs were bought by families on the top food-spending level than those in the lowest group, and almost twice as much of dairy products. Eight times as many pounds of citrus fruits went into the homes of families spending the top amounts for food.

OTHER TYPES of food went up too, as the amount of money spent for food increased, but not

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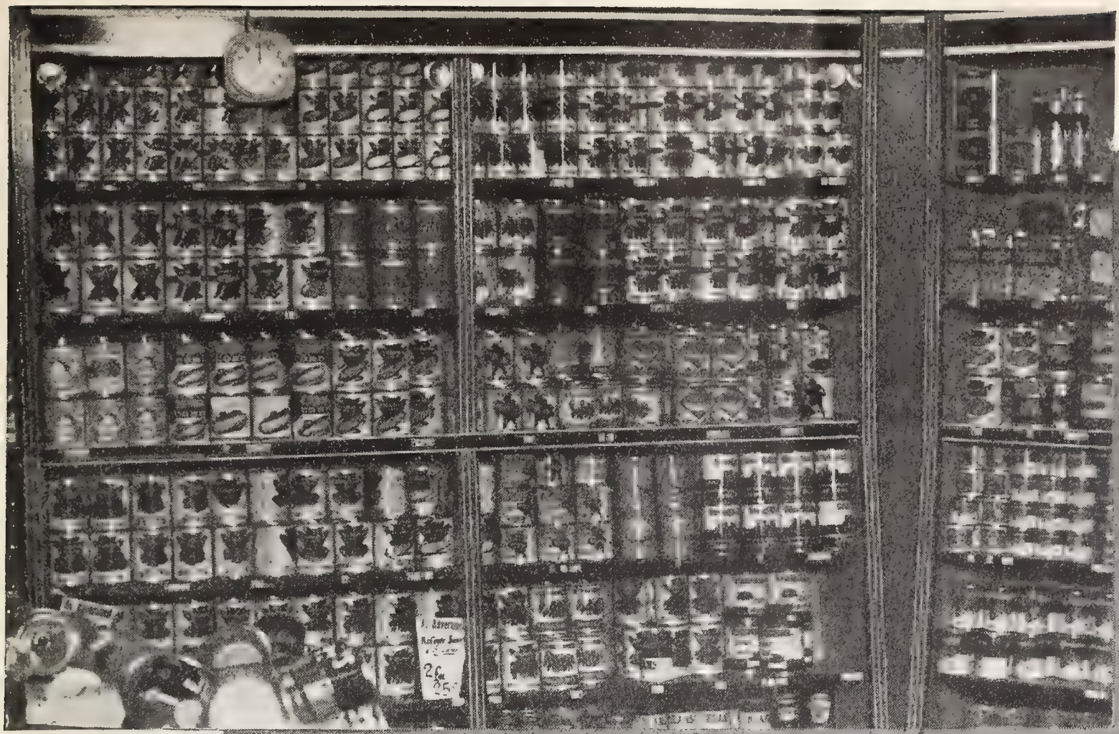


FOOD IN THIS YEAR'S CANS

A preliminary measure of this year's canned food prospects as they stack up against consumption and supplies of other years

DROUGHT conditions have sharply reduced the current pack of important vegetable canning crops, but estimates based on crop conditions on September 1 show no serious shortage in total supplies for consumption in the year ending June 30, 1937. Though current packs of sweet corn, green peas, and sauerkraut are expected to be about one-third smaller than a year ago and bring higher prices on that account, larger packs of canned tomatoes, tomato juice, lima beans, and asparagus will make up for part of the deficiency. While each consumer's share of total supplies of canned vegetables available for consumption in 1936-37 is expected to be 5 percent below the amount consumed in 1935-36, it will still be larger than per capita consumption in any other recent year, and 21 percent above average per capita consumption in the 5 years 1925-29.

CARRYOVER or storage conditions are behind the fact that there is such a slight decline in current supplies from the amount consumed in 1935-36. Even though the current pack estimated at 86.5 million cases, is still 16 million cases below the unusually large pack of a year ago, it is larger than in any other recent year. This last season ended on a plus note, since more canned food was left in storage at the end of the season than was in storage at the beginning, showing that consumers had not used as much as canners had packed that year. Consequently, a part of last year's pack is available for use this year. With a large carryover at the beginning of the present season and a small carryover expected at the end of this season, supplies available for consumption during 1936-37 will be larger than the current pack and as a result only 5 percent below last year's consumption.

DROUGHT must take the primary share of responsibility for the decline in this year's pack of canned vegetables. Demand for canned vegetables has increased during the past 3 years, so farmers planted a total acreage 3 percent larger than the harvested acreage last year, and larger than any other recent year. During May it appeared that there would be an unusually large crop. With a fairly large carryover, canned goods were selling at relatively low prices. Dry weather during June curtailed yields and changed the outlook.

On July 1 it appeared that the total pack would be 7 million cases below 1935. But the hot dry spell in August caused the most damage, cutting the estimated pack to 17 million cases below 1935, and making recovery doubtful. Rains during August put one million of these lost cases back into the estimate but most of the principal crops were damaged beyond recovery. The drought has been broken completely by September rains and no further drought damage seems on the cards.

PRICES of some canned products are likely to reflect the double influence of increasing consumer income and slightly reduced total supplies. Wholesale price rises between June and September suggest a rising trend, sharpest in the case of sauerkraut. During this period wholesale prices of No. 2 size cans of corn, peas, and spinach went up about 2 cents a can, while tomatoes and string beans went up 1 cent.

OCTOBER will give a better picture of the price outlook, when canners can know the full size of the current pack and set their wholesale prices. Once set for the season, these prices usually stay fairly well in line until May, when they are readjusted on the basis of estimates of the new pack.

RETAIL PRICES averaged for the country on canned corn, peas, and green beans advanced from July 14 to September 15, but it is probable that changes in wholesale prices will not be reflected in higher retail prices until later in the year when stocks bought at low prices will have to be replenished. On September 15, retail costs of canned vegetables and fruits, as reported by the Bureau of Labor Statistics, were only 0.4 of 1 percent above September 10, 1935.

DROUGHT did not hit all canned vegetables with equal force. There are 10 canning vegetable crops, and per capita supplies of only 4 of these will be larger than a year ago. These crops are tomatoes, tomato juice, lima beans, and asparagus. The major decline from a year ago appears to be in canned peas, corn, and sauerkraut. Moderate reductions from last year are expected in spinach and beets, with a minor decline in string beans. Compared with the 1934-35 period, the period following the last drought, per capita supplies of all products except beets and cabbage will be larger compared with average per capita consumption during 1925-29. Only cabbage, peas, corn, and spinach will be smaller.

TOMATOES are the largest single item in the total vegetable pack and supplies available per person are expected to be 4 percent larger than last year and 18 percent above average. The acreage planted to tomatoes was slightly smaller than during 1935, but because of better yields, which were still below average, a crop considerably above average and 2 percent above 1935 was forecast. Tomato canning reaches its peak during September, and the canning season continues until frosts damage tomatoes and prevent further harvest. Despite the larger pack, wholesale prices of No. 2 canned tomatoes went up 10 cents a dozen during August and in early September were selling at about the same amount above last year's level. Average U. S. retail prices of No. 2 size canned tomatoes went up 0.2 cent a can from August 18 to September 15, bringing retail prices up to their level of September 10, 1935.

GREEN PEAS are second in importance to canned tomatoes and this year's canning supplies have been reduced 93,000 tons below last year's 268,000 ton crop. As a result, per capita supplies of canned peas are expected to be 35 percent below per capita supplies a year ago, and 12 percent below average per capita consumption. At 90 cents a dozen No. 2 cans, the wholesale price of canned peas in early September was 20 cents above prices a year ago and about the same amount above June prices.

SWEET CORN is the third largest canning crop and because of sharply reduced supplies this year, the wholesale price of No. 2 size cans advanced about 2½ cents from the end of June to the first week in September. Wholesale prices were about the same amount above a year ago. The acreage planted to corn for canning this year was 6 percent above the large 1935 acreage which produced a 21.5 million case pack. Because of the lowest yield per acre on record, this year's larger acreage is expected to produce only a 14.5 million case pack. This means that per capita supplies will be 33 percent below 1935, and 22 percent below average. Because of last year's large pack, the average U. S. retail price of No. 2 size canned corn declined from 13.5 cents in July 1935 to a low of 11.2 cents per can on June 2, 1936. Between June 2 and September 15, the U. S. average retail price advanced over one and one-half cents a can.

ASPARAGUS and spinach packs for the current year have been completed and while per

[Concluded on page 19]

KEEPING FRESH EGGS FRESH

Many farmers give their eggs a fresh start by gathering them several times a day and cooling them immediately.

Science steps in with new ways to smooth out the ups and downs in the calendar of fresh egg supply

EGGS of higher quality on breakfast tables from August to December may be one important result of a newly discovered method for oiling eggs before putting them in cold storage. If preliminary tests are any indication, "vacuum-carbon dioxide method" may soon be words to conjure with.

EXPERTS at the Bureau of Chemistry and Soils for several years have been tussling with a very special egg problem. They have been looking for ways to keep eggs from deteriorating while in storage. A new trick which these experts have developed may furnish one solution. But before we launch into details, consider the egg situation.

CHICKENS lay their eggs pretty much according to their feeding habits and the conditions of their environment. Some months of the year they are lavish with their gifts, other months they are niggardly. It's the same way almost every year, and humans, with all their cleverness and science, do not make most chickens change their habits—very much.

COME MARCH, April, May, and June, and poultry work overtime, so much overtime that they lay more than half the annual egg crop in these 4 months alone. And people refuse to eat all those eggs in just those months. They eat only as many as they are accustomed to eating, regardless of chickens' habits. But they want their eggs from August to December, too, when the hens aren't laying so very many.

SOLUTION to the problem could come only with a method of saving some of the eggs from the season of plenty for the time of scarcity. In some countries it is the custom to store eggs by transforming them into new substances, just as some dairy farmers make cheese out of milk. In the Philippine Islands, for example, eggs become "balut" when boiled after incubating almost to the point of hatching. In China eggs keep for years when transformed by use of brine mixture into "pidan." In India there is still another product.

AMERICANS, however, generally want to eat eggs in December in their natural form and as fresh as eggs in May. Hence we try to preserve our eggs so that little or no change at all takes place during storage. We endeavor to maintain all the fine qualities of a new-laid fresh egg, even over a period of several months.

MODERN developments in cold storage technique have done much to bring better eggs to consumers during the slim months. In past years housewives looked askance at storage eggs. Bitter experience showed that such eggs ran all over the pan when you tried to fry them sunny-side up. And oftentimes the whites failed to hold together when you tried to poach them. Small wonder, then, that consumers were willing to use storage eggs only for cooking and baking in combination with other foods. Possible reason for the poor quality of storage eggs was the fact that egg handlers all along the line were unaware of the extreme care and precautions necessary in purchasing and storing eggs. Frequently only eggs of low grade were put into storage. Nobody could expect these to come out of storage as high-grade eggs.

Students learning U. S. standards of quality by means of candling tests in the poultry marketing school of Cornell University.

TODAY the situation is rather different. Storage is on a much more scientific basis, and most of the people who handle eggs in and out of storage have learned the pointers essential to maintaining high quality. As a result, the batting average of storage eggs is much higher than it used to be.

COLD STORAGE, modern type, dates from about 1890. Before then a simple mixture of crushed ice and salt was used to cool storage warehouses. Development of mechanical refrigeration has of course changed that picture. From 1905 to the present time the total storage capacity of the country has grown by hundreds of millions of cubic feet. Figures from the Bureau of Agricultural Economics show 100,000,000 cubic feet of storage space in 1904, and 700,000,000 cubic feet in 1935.

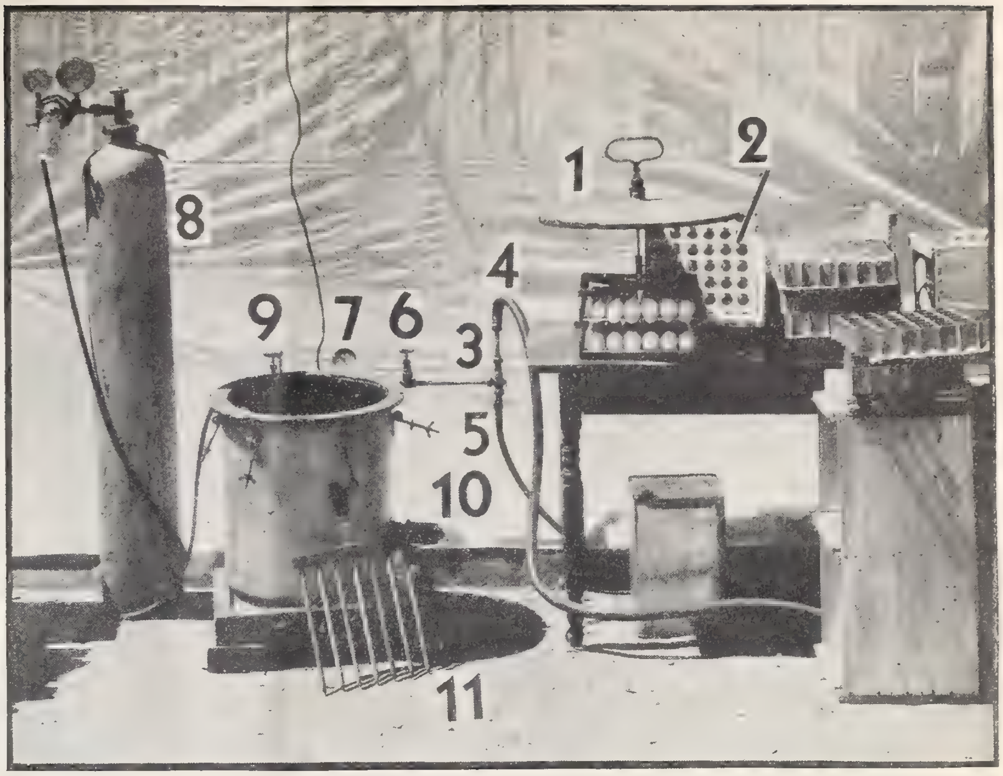
REASONS for this rapid growth are not hard to find. More and more people were moving to big cities. But even in a metropolis people continue to want eggs and other farm products regularly, in and out of their natural seasons of production. Refrigerator cars made it possible to deliver highly perishable products from the producer to large central storage warehouses in all sections of the country. Refrigerated trucks also helped.

MORE SPACE in public storage warehouses is used for eggs than for any other commodity except apples. In September 1915, there were over 170,000,000 dozens of eggs in cold storage. In 1927 there were almost twice as many. During the past few years the figure has come down somewhat, due partly to general business conditions, partly to the increasing use of frozen eggs.

WAREHOUSES located near large consuming centers store a great many eggs each year. These plants, able to make food supplies available on short notice, are not hindered by severe storms or railway congestion. Their customers surround them on all sides. Other warehouses, located near producing centers, have the advantage of often receiving their goods only a few hours after they leave the farm. This frequently means higher quality when the storage stock comes out of the warehouse.

KEEPING a large room cool is only a small part of modern egg storage. Air circulation must be good, and humidity must be controlled. Rooms containing eggs should contain no other products. There are plenty of reasons for all this. Egg shells are not made of flint. They are porous, and absorb odors and flavors easily. If stored for any length of time near apples, for example, eggs are liable to acquire an apple flavor. Some warehouses even use an ozone machine to keep the air fresh and sweet. Control of humidity does two things. It keeps moisture from evaporating out of the egg too fast, and it retards the development of molds.

In this picture of the portable vacuum-carbon dioxide oiling apparatus designed and built in the Department of Agriculture, No. 1 shows the oil-tank lid fitted with a movable rack which carries the aluminum egg trays (No. 2). No. 3 shows the water aspirator into which water flows through hose No. 4 and is carried away through waste hose No. 5. The vacuum is drawn by suction of the water flow and is controlled by shut-off valve No. 6 and measured on vacuum gage No. 7. No. 8 shows the source of carbon dioxide gas, the flow of which is controlled by valve No. 9. No. 10 shows the electric heating unit which warms the oil to the desired temperature of 135° F. An "egg fork" which handles one three-dozen layer of eggs at a time is shown at No. 11.



CARBON DIOXIDE is an important factor in egg storage. Every egg, as soon as it is laid, begins to give off this colorless, odorless, and tasteless gas. A chemical change occurs when this happens. To hold this change in check, and to retard the loss of the gas, the air in some egg storage rooms is regulated so as to contain a definite amount of carbon dioxide. Scientists further developed a method for coating eggs with a pure tasteless mineral oil before putting them in storage. This oil treatment to some extent also keeps water from evaporating out through the porous egg shell, and foreign odors and bacteria from making their way in.

NOW here is where the "vacuum-carbon dioxide method" mentioned in the first paragraph comes in. According to this method, prospective storage eggs are placed in a chamber the lower half of which contains a quantity of oil. Air is drawn out of the chamber until there is a vacuum. The eggs are then immersed in the oil and raised above the surface. Then the vacuum is released, not with air again, but with carbon dioxide gas. Studies and tests made on eggs thus treated have shown conclusively that this method is efficient in maintaining the original quality of eggs during storage. Tasting and flavor tests conducted by the Bureaus of Chemistry and Soils, Agricultural Economics, Home Economics, and Animal Industry showed further that oiling does not affect the flavor of eggs during storage.

NOWADAYS many egg farmers gather their eggs three or four times a day and cool them at once. They also arrange for all handling and transportation to be done at low temperatures. Merchants keep eggs in their refrigerators. Consumers should do the same. For home use consumers can further protect themselves by buying at one time only as many eggs as they will use in 3 or 4 days.

GRADING of eggs often takes place many times before the eggs reach consumers. Sometimes the farmer candles his eggs before selling them as fresh or sending them to a storage warehouse. Eggs are often graded, and candled too, before they enter storage rooms. Similar grading takes place when eggs come out of storage. Tests show that oil treatment raises the percentage of eggs maintaining their original grade.

CARTONS of eggs sold in an increasing number of groceries in large cities often bear a dated seal indicating a Government grade. Consumers should be wary, however, of the merchant who keeps his eggs in crates on the floor, or on counters. Deterioration takes place in those eggs much faster than in refrigerator-stored eggs. Highest grade eggs, if kept in a sunny show-window for only a few days, soon drop to lowest grade.

GRANTED that egg quality can be maintained during a several months' sojourn in cold

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SCIENCE AT CONSUMERS' SERVICE

A convertible laboratory in the New York State College of Home Economics becomes a theater to show results.

Second chapter of the record of work valuable to consumers done in 1935 by State Experiment Stations in coöperation with the Department of Agriculture and with State Agricultural Colleges

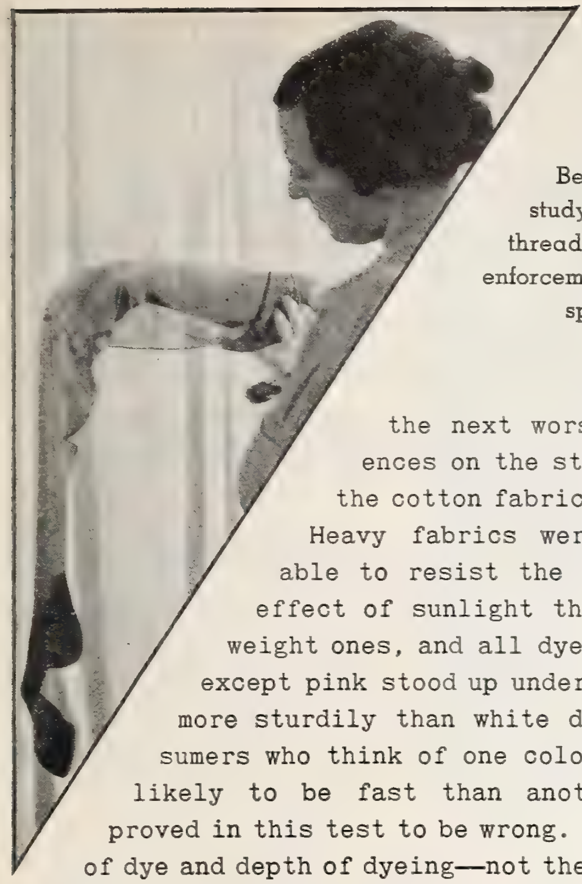
SILK STOCKINGS found a spot on the study list of researchers at the Montana State Experiment Station in 1935. They made a survey of Montana women, their stocking problems and habits. They put eight popular brands of hose through laboratory and actual wearing tests.

RESULTS of the study prompted these suggestions to silk stocking consumers everywhere: Before buying, check on the weight or the thread number; look for evidence of twist in the silk yarn; examine reenforcement of the high splice; see whether the hose are firsts or irregulars; buy hose of correct size and suitable length. But the careful consumer does not stop with prebuying precautions. If you would wear your stockings long, wear correctly fitting shoes as well as stockings; wash your stockings often; and handle them carefully to prevent snags and runs.

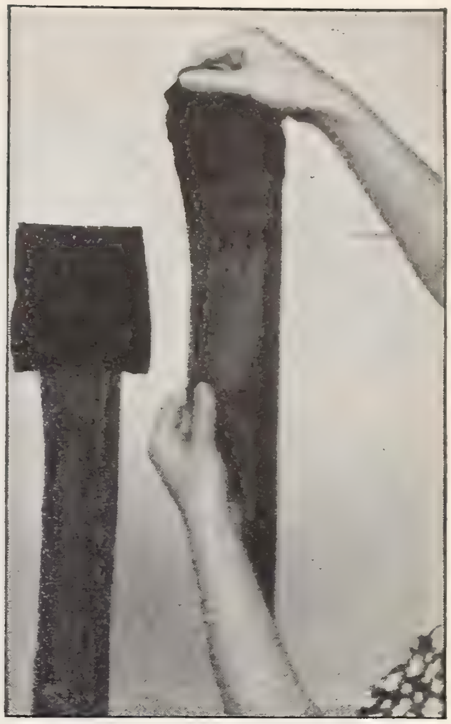
TEXTILES came in for extensive study in several States. The Minnesota Experiment Station tried to find out if consumers could safely depend on the price of a piece of serge, gabardine, or dress flannel as an index of its quality. The results, though they included much valuable information for textile experts, showed no point where quality and price corresponded on all three types of material. "It must be concluded, therefore", said the report, "that price in the case of these three kinds of fabrics is not an adequate guide in selection on any basis except cost to the consumer."

SAME RESULT followed tests of white cotton materials for the same purpose by Ohio State University. The testers bought Oxford cloth and cross-bar dimity of fancy basket weave, and pique of rib weave, at both the high and the low ends of the price scale for these fabrics. They could find no uniform differences between the quality of the cheap and expensive materials of the same type.

SUNLIGHT on cotton cloth over a long time is the greatest natural weakener of the fiber, according to the results of a study which has been going on for some time at the Texas Experiment Station. Temperature and relative humidity are



Before buying, study weight or thread count; reenforcement of high splice.



After buying, wash often and handle carefully to prevent snags and runs.

the next worst influences on the strength of the cotton fabrics tested. Heavy fabrics were better able to resist the weakening effect of sunlight than lightweight ones, and all dyed fabrics except pink stood up under sunlight more sturdily than white did. Consumers who think of one color as more likely to be fast than another were proved in this test to be wrong. The kind of dye and depth of dyeing—not the original color—were the significant factors in change of tint. Tests proved again that what a label says and also what it does not say can be important to consumers. Fabrics that were guaranteed to be sunfast were not as likely to fade as fabrics not guaranteed, but those guaranteed to be tubfast were not necessarily lightfast. Moral to consumers buying wash fabrics is to look for labels that give the answer to both these questions.

MEN'S SHIRTS of white broadcloth as a staple family requirement took their place on the investigation agenda at the Minnesota Station. Question was whether medium priced shirts measure up to known standards such as the specifications recommended by the United States Bureau of Standards. The researchers bought eleven pairs of duplicate shirts, nine priced at about $1.50 and two at about $2.00. Only three of the 22 shirts met the proposed commercial standards. The test showed no consistent differences between the two price ranges in fabric quality or construction except for more uniform stitching on the higher priced shirts. The sleeves were nearly all shorter than their markings indicated, and the collar bands were all longer than they were marked—before washing. After laundering, some of them were shorter than the marked size. Though ten of the eleven pairs of shirts had been advertised with statements of their treatment to prevent shrinkage, after 25 washings only one shirt of the 22 could boast a shrinkage as low as the "less than 2 percent" standard set by the proposed commercial standards.

Labels may tell whether fabric is fast to both laundering and sunshine.

CHOICE between home production and commercial purchases of consumer goods and services was recognized by several State experiment stations as a current problem of homemakers. Both Vermont and Nebraska investigated the relative cost of home-made and bakery bread, and their conclusions appeared in the last issue of the GUIDE. The Washington Station took up the question of home laundering vs. commercial laundry. Conclusions were that the more primitive the method of home laundering the lower the cost in cash, but even at the top of three levels of equipment expense, home laundering costs less money for the average family than even the most commonly used family laundry service. As the financial toll goes down, though, the toll taken of the home launderer's time and energy goes up, so the final decision as to real economy must be made by each family according to its individual scale of values and needs.

Homemaking students at New York State College of Home Economics get actual experience in responsibility for care of babies.

HOME LAUNDERING as a definite job of household engineering is being studied at the Virginia Station. The results are not all in, but some useful conclusions have already come out of the study: (1) Soaps that seem bargains may actually be expensive in operation. The tests showed that the "cheaper, bulkier soaps give no saving in cost over the more concentrated and apparently more expensive soaps." (2) Using soft water cuts the soap requirement of hard water down by half, enough to pay the interest on a mechanical water softener. (3) Quality and durability may differ with the various power washing machines, but the ability to wash doesn't vary much. (4) Overloading the washing machine is a major reducer of efficiency. (5) Ideal water temperature for washing clothes well is 160 degrees, but from a practical point of view, counting in expense and difficulty of keeping a supply of water so hot, the average launderer is about as well off with a temperature of 140 degrees.

FOOD HABITS of young children received continued attention from the Ohio Station. After 2 years of study of nine preschool children the Ohio researchers concluded that not only is proper selection of food important but that other factors play their part in a child's nutrition. Excitement and emotional strain cut down the amount of food the children in this study could make use of to build their bodies.

ANOTHER TEST showing other factors along with choice of foods as influences on child health was carried on by the Utah Station in 1935. Children who had about the same health and nutritional history were divided up into two groups as "less healthy and more healthy." The small differences in their background which showed up consistently in the records of the healthy group were slightly better conditions at birth, better conditions of breast feeding, more adequate supply of minerals and vitamins in the food, less sickness in earlier childhood and in the home in general, less crowded and better sleeping conditions, and better emotional atmosphere.

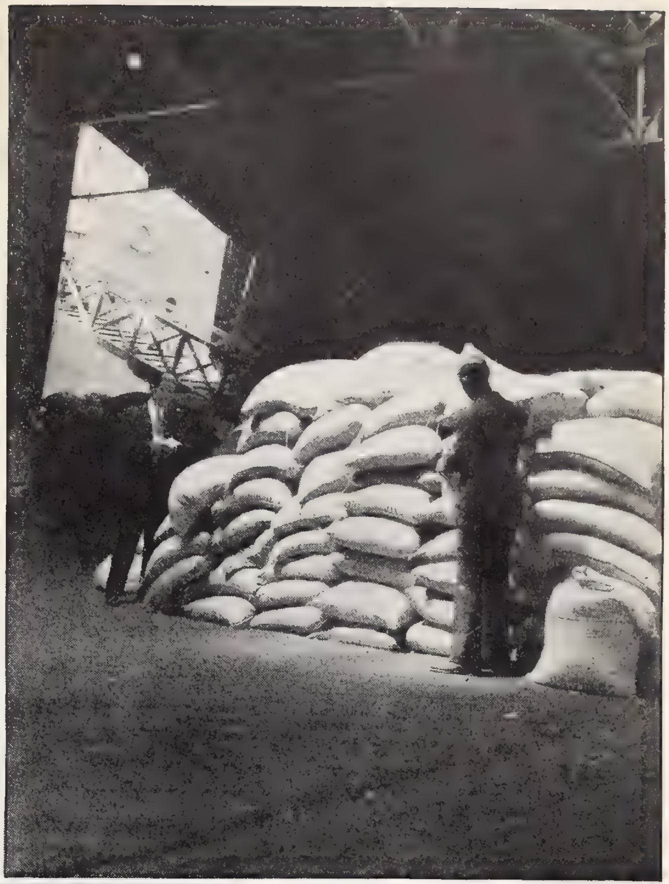
PROTECTIVE foods on the diets of a group of school children were recorded and studied by the Rhode Island Experiment Station as to their adequacy, their amount, their cost. The research showed that while in general the quality of the food bought went up along with increases in money spent, the records of about one-sixth of the mothers showed it was possible with intelligent spending to buy an adequate supply of protective foods for a child during 1933-34 for from 50 cents to $1.00 a week.

For details of each State's studies write to that State Experiment Station. Full story of work on both farm and home problems in 1935 is told in "Report on the Agricultural Experiment Stations", on sale for 15 cents by Superintendent of Documents, Washington, D. C.

SAFE

FOOD TO CONSUMERS

Officers of the Food and Drug Administration help protect the interest of both farmers and consumers when they do their job of guarding the purity of food on the way to the national dining table

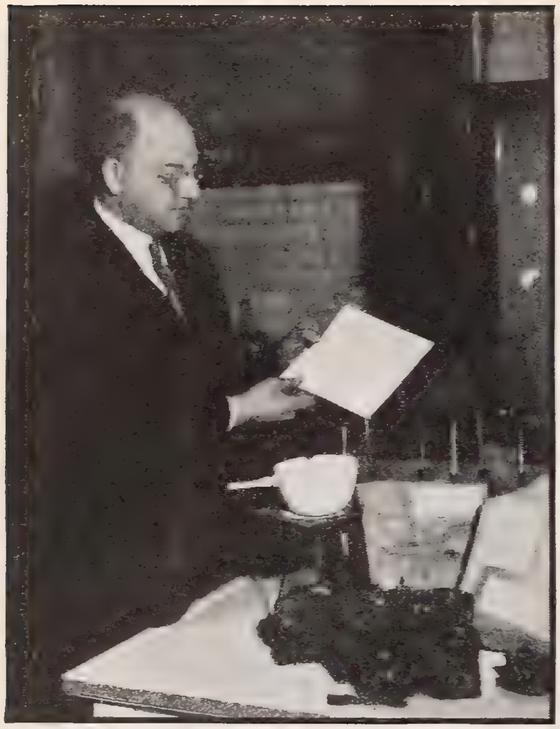


(Extreme top) Federal inspectors examine foods shipped in from foreign ports. (Above) Food and Drug inspectors take responsibility for the wholesomeness of the butter shipped across State lines.

GOVERNMENT and consumer work hand in hand to keep the food on dining room tables pure. A recent issue of CONSUMERS' GUIDE (June 15, 1936) explained the menace of carelessness, Public Enemy No. 1 in the kitchen, and listed rules for guarding against food poisoning in the home. Such precautions are every housewife's immediate care and responsibility. Out in the field, out where food shipments move from producer to warehouse to city markets, across State lines, the Federal Government does its share in protecting the consumer against poison menaces.

AMONG the 695 people employed by the Federal Food and Drug Administration are specialists highly trained in the problems of food. There are chemists, bacteriologists, physicians, veterinarians, entomologists, plant pathologists, microscopists, pharmacologists, and inspectors. These are the men and women who carry out for us the provisions of the Food and Drugs Act. These are the people who take adulterated, decomposed, or potentially dangerous food products off the market before any harm comes to consumers.

ENFORCEMENT policy of Food and Drug officials takes its cue from these words: Maximum protection for consumers, minimum disturbance to legitimate commerce consistent with such protection. Plan of organization has been so arranged as to insure the carrying out of this policy, insofar as limited funds and personnel permit.



Cause of most food poisoning caught by Federal chemists is carelessness. Accidental contamination with arsenic took these fruit cakes out of circulation.

Inspectors and specialists man branch stations in 16 leading American commercial cities, among them Los Angeles, Denver, Minneapolis, St. Louis, Cincinnati, Atlanta, and Boston. Various station territories are in turn grouped into three districts, with headquarters at San Francisco, Chicago, and New York. In Washington are the executive offices and technical control laboratories whose function it is to recommend methods for attacking regulatory problems, conduct necessary investigations, and solve difficult technological questions.

ENORMOUS quantities of foods of all kinds pass in interstate commerce every day. Further large quantities enter this country from foreign lands. It is the job of the Food and Drug Administration to supervise this food traffic and to keep unfit food from crossing the consumer's threshold.

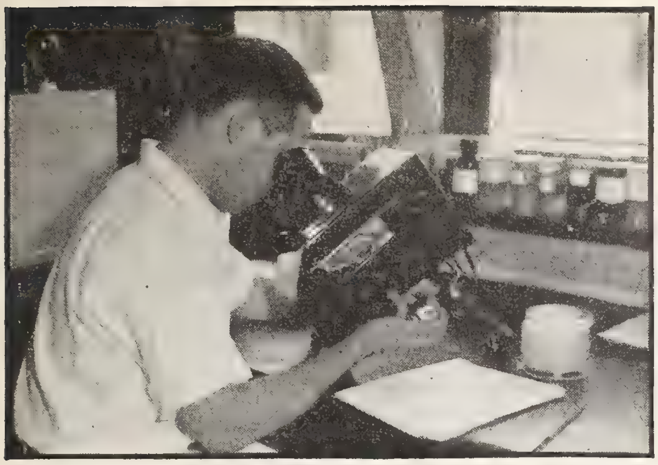
MOST American food manufacturers, doing an honest and legitimate business, never have tussles with Food and Drug officials. But a very small proportion of food manufacturers and handlers deliberately, negligently, or unknowingly violate the law in some respect. Trained inspectors make thoroughgoing factory investigations to determine which manufacturers are complying with the law. On rare occasions, when an inspector is not allowed to enter an establishment, Food and Drug officials can often get the necessary information by buying samples of the product on the market and then making chemical analyses in their laboratories. These procedures indicate just which food commodities are adulterated, and which types of violations may be anticipated.

THIS information, coupled with reports from consumers and others, forms the basis for each year's work. All field agents, advised of details, work in complete harmony. The plan of operation is kept flexible enough to allow all the energies of the personnel to be concentrated on one activity or section in case of emergency, such as an outbreak of food poisoning, or the threat of one, like the danger of flooded food supplies last spring in the Northeastern States.

VIOLATIONS of the Food and Drugs Act are punishable by criminal prosecution and seizure of the adulterated or otherwise unfit products. Food and Drug Administration officials like to compare seizure with the stopping of a murderer's bullet in flight. Seizure keeps adulterated or misbranded food from reaching and harming consumers. Information on the results of current seizure actions and prosecutions is published in "Notices of Judgment", issued at frequent intervals. Consumers may have their names added to the mailing list for this pamphlet by writing to the Food and Drug Administration, United States Department of Agriculture, Washington, D. C.

TO PREVENT violations, the Food and Drug Administration carries on a definite educational program. It issues notices to the trade, acquainting manufacturers with requirements of the law, and announcing enforcement policies for newly developed products or production techniques. Such notices often include constructive suggestions as to the production and marketing of any fully legal product. This educational work assures consumers of a far greater degree of protection than they would otherwise have.

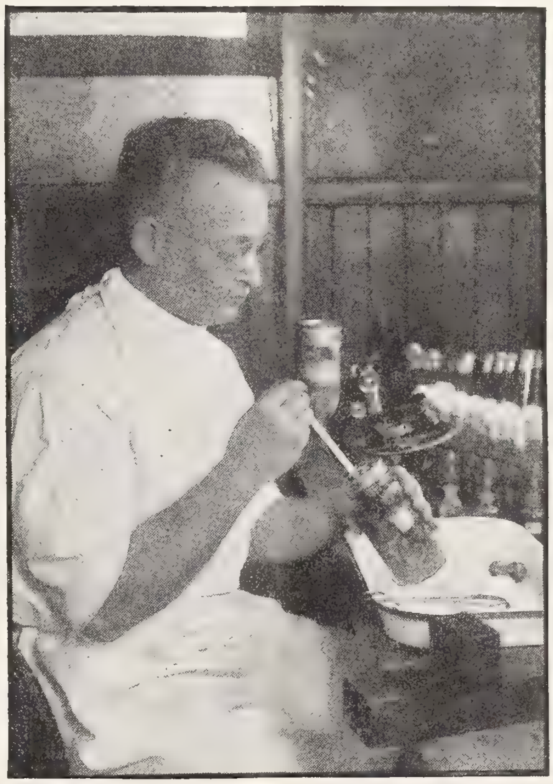
FARMERS destroy insect pests on some growing fruits by using poisonous metallic sprays. So far, science has found no nonpoisonous substitute for some of these poison sprays. To protect consumers, this poison residue must be removed before the ultimate consumer buys and eats the product. Most of the time the residue _is_ removed down to the allowance set by the Food and Drug Administration regulations. The Food and Drug Administration uses up a third of its



(Above) Counting bacteria is one method of gaging the purity of milk and other foods.

personnel and limited funds each year to make sure. During the growing season, inspectors go to fruit-growing sections, examine samples of fruit, and explain to growers and State officials the dangers of lead and arsenic residues. They also give information on new methods of removing spray residue from fruit. Where growers are unacquainted with the Federal law, the inspectors make the fine points clear and also mention the penalties for shipping fruits with illegal amounts of spray residue into interstate commerce.

PROTECTING consumers against harmful or poisonous coloring materials used in foodstuffs is another function of the Food and Drug Administration. Dyes in foods should obviously not contain toxic materials. Food and Drug officials take two preventive measures. They issue a list of coal-tar colors known to be harmless when properly prepared. They also examine batches of coal-tar colors and issue certificates for those found harmless. Thus, by proper use of certified coal-tar dyes, manufacturers may avoid all risk of distibuting foods not safe because of coloring materials.



YEARS AGO Food and Drug officials won a health war on doctored-up dried fruits. Old dried fruit ordinarily becomes wormy, moldy, rancid, or rotten. Unscrupulous individuals would buy up such stocks of spoiled dried prunes, dried apples, dried apricots, or dried peaches, and then give them a beauty treatment. This consisted of soaking, brushing, washing, polishing, and coating, until the moldy and rotten fruits seemed to be fresh and luscious. Then the stuff was sold for people to eat.

PROMPT action by an alert Food and Drug official resulted in seizures of large quantities of the unfit food, and Federal prosecution of the dried-fruit doctors. Traffic in this sort of dangerous material, which might have contained the germs of food poisoning, was effectively stopped.

SOME few canners of food need watching. When a Federal food inspector visited a small peach-canning establishment some

(Left) Bacteriologists in the Food and Drug Administration are always on the watch for the Botulinus germ. (Below) Federal Food Inspector collects a sample of olive oil to be tested by the laboratories.

time ago, he found a large stock of low-grade peaches undergoing decomposition. The canner picked out the best of the bad lot for shipping in baskets, and prepared to can the remaining ones—rotten and wormy. Pits removed, the peaches were packed in cans without sorting, trimming, or washing. The inspector identified himself to the manager of the plant, pointed out that the peaches were unfit for use as food, and recommended that they should not be sold.

BUT the canner shipped out 179 cases, or more than 4,000 cans, anyway. The inspector, having learned of the shipment one hour after the goods went to the railroad, proceeded to the destination point and collected samples. Examination showed that the product was largely filthy, rotten, and wormy. Where filth, rot, and worms occur, there may also lurk germs which would cause severe food poisoning. The facts reported to a United States court, the judge ordered the property seized. Then followed a trial before a court and jury, and a verdict for the Government. The goods were forfeited and condemned, the dangerous peaches destroyed.

ALMOST a billion carcasses of dressed poultry are consumed in the United States each year. Table-trade poultry is generally selected stock of superior quality. But after the best fowls are selected for the table trade, each dressing plant has on hand a lot of culls—left-over birds, diseased or otherwise inferior.

ONE chicken canner some years ago bought up a large number of culls—diseased, bruised, emaciated birds. These he planned to turn into canned "Chicken a la King." But the Food and Drug inspectors interfered, the goods were seized, and large quantities destroyed.

POULTRY packers, shippers, and city distributors then came together for a conference at which they condemned the receipt and shipment of inedible poultry. This attitude of the poultry trade itself, plus the knowledge that seizure and prosecution would follow violations, has largely cured the situation. Enforcement of the Federal Food and Drugs Act thus solved another problem and helped keep the lanes of food commerce free from poison dangers to consumers.

REGULAR inspection service by the Bureau of Agricultural Economics now comes to practically all chicken-canning plants. Most canned chicken products these days contain only material from inspected birds free of disease, and definite statements on the label tell you about the Government inspection.

PREVENTION of food poisoning saves the economic lives of farmers at the same time it saves the physical lives of consumers. When news leaks out about an outbreak of illness caused by a certain food, that food gets a black eye from which it takes a long, long time to recover. People stop eating that food, and farmers producing it are hurt accordingly.

OLIVES about 15 years ago caused more than a mere flurry in most American kitchens. A number of cases of botulism, deadliest of all food poison diseases, had broken out, and had been traced to bottled California olives. Food and Drug officials stepped in, and showed olive packers how to prepare their product so that it was quite safe to eat. The olive industry also started a series of studies. For a long time people were naturally scared of olives, and even today an occasional consumer writes to the Food and Drug Administration to ask if they are safe. They are 100 percent safe. California has a compulsory inspection service for olives and the California Health Department approves, certifies, and checks every bottle of olives packed.

BEFORE some foods can be said to be "adulterated", they must be compared to a suitable standard. Food and Drug scientists are constantly investigating natural products and formulating such standards.

BORDERLINE between legal and illegal spice, for example, a few years ago was very hazy. It was almost impossible to determine just when a spice could be legally called "adulterated." To settle the question, chemists and microscopists went to work on a study of all commonly used spices. On the basis of this study, Food and Drug officials set up and published fair standards for spices. Similar questions on many other types of food products have been settled in much the same way.

COPIES of the official "Definitions and Standards for Food Products" may be obtained by requesting booklet "S. R. A., F. D. No. 2" from the Food and Drug Administration, U. S. Department of Agriculture, Washington, D. C.

SUPPLYING FOOD FOR ADEQUATE CONSUMPTION

[Concluded from page 6]

so noticeably. Families in the top level of food expenditure—those spending around $3.90 a week on food for each consumption unit—bought only one-quarter pound more sugar and sweets a week for each consumption unit than the families in the lowest economic level who spent around $1.60 a week for food for each unit. Little difference may be seen in the purchases of inexpensive foods such as flours and cereals, lard and other cooking fats.

MOST IMPORTANT conclusion brought out by nutritional analysis of this first sample slice of information about the food-spending habits of families at the lower income levels was that families having more to spend for each member provide themselves with more of their most needed foods than families having less to spend.

WITH THIS conclusion goes the statement that an expert trained in selection of foods on the basis of today's knowledge of nutrition could take the same money spent for food by those at the lower income levels and buy a diet more nearly approaching nutritional adequacy. The nutritional expert would concentrate on foods that give a high return in various nutritive factors for the money spent. Since the diets tended to go short first in calcium, iron, and Vitamins B and G, the experts would underline milk in its cheaper forms, cheese, and inexpensive types of leafy green and yellow vegetables on the marketing list for families with little money for food. They would make milk, potatoes, dried legumes, and whole grain breads and cereals mainstays of the diet because they "yield excellent returns for expenditures in the nutrients needed to supplement present low-cost diets in an effective way." (Graphic pictures of the relative returns in food value for money spent were published in the CONSUMERS' GUIDE of August 24. More detailed day-to-day help in planning menus comes in a new bulletin published by the Bureau of Home Economics—"Diets to Fit the Family Income.")

BETTER DIETS, based on the modern information about nutrition, will mean, according to one scientist, "a larger stature, greater vigor, increased longevity, and a higher level of cultural attainment." Against the background of that realization it is hard to overdraw the importance of studies which bring out the facts about how many of us are getting adequate nourishment, how much income is required to give it to us, and how much food the farmers would be called upon to provide if all the population could meet the standards of adequate nutrition.

FOOD IN THIS YEAR'S CANS

[Concluded from page 8]

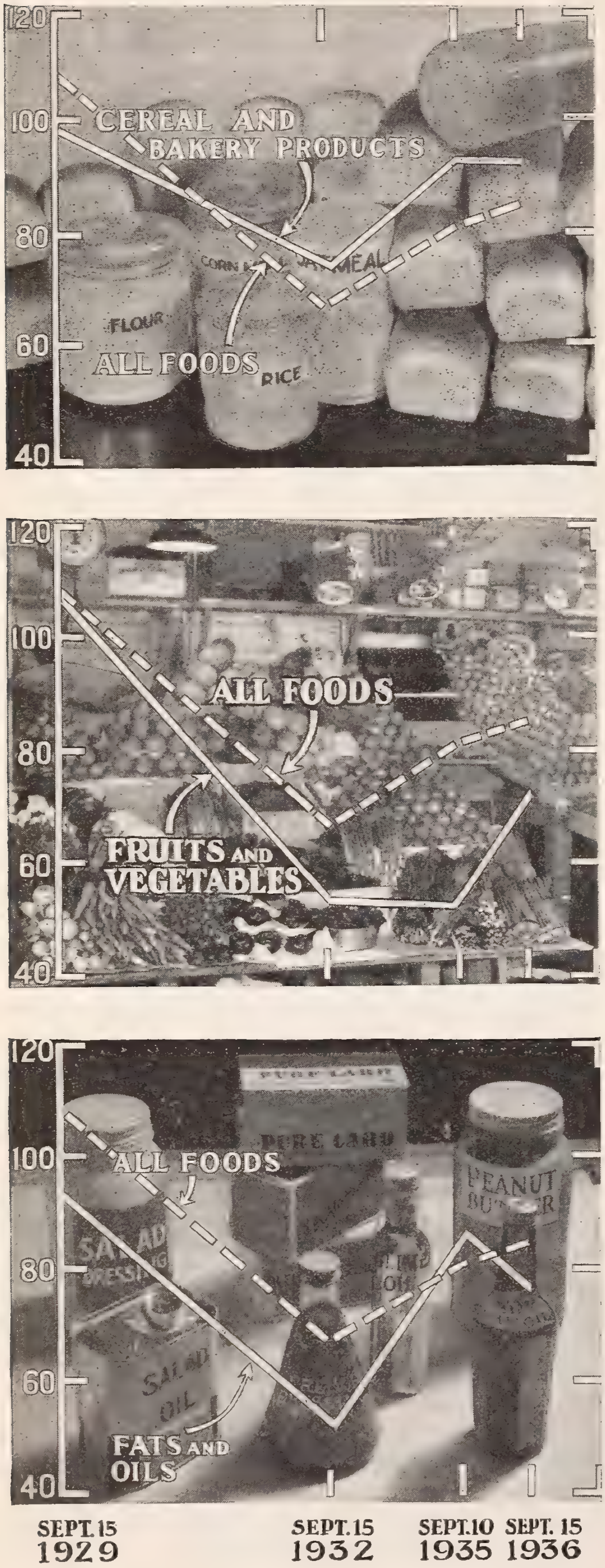
capita supplies of asparagus are 10 percent above 1935, spinach supplies are 15 percent below a year ago. These crops are produced principally in California where vegetables have not suffered from the ravages of the drought. Below normal production in other parts of the United States pulled the total spinach pack below last year's and below normal.

STRING BEAN supplies, figured on a per capita basis, are expected to be 10 percent below last year, but the outlook is for a 30 percent increase in per capita supplies of canned lima beans. However, supplies of both of these canned crops are more than double the average per capita consumption from 1925 to 1929 and larger than in any other recent year. Increase in lima bean supplies is due primarily to an 18 percent larger acreage, while the reduction in string beans comes from low yields offsetting larger acreage.

SAUERKRAUT appears to have suffered the most from the drought. Per capita supplies of canned sauerkraut this year are expected to be 32 percent below 1935, 5 percent below 1934, and 28 percent below average. Reduction in this year's pack has occurred because production of cabbage for kraut is only two-thirds of its 1935 level.

RECORD canned tomato juice supplies are in prospect for 1936-37. Expanding consumer demand has caused sharp yearly increases since 1929 in the tomato juice pack. Back in 1929 only 165 thousand cases of tomato juice were packed. In the year ending June 30, 1936 the pack jumped to over 8 million cases. Prospective per capita supplies for this year are expected to be about 5 percent above the 1935-36 pack. Canned tomato juice still utilizes only a small proportion of total commercial tomato production for over 50 percent of production is used for canned tomatoes while the other half is divided among tomato juice, tomato soup, catsup, and other tomato products.

A PERSPECTIVE OF FOOD COST CHANGES
1923-1925 = 100



Your Food Costs

HIGHER PRICES for all food groups except fresh fruits and vegetables caused the index of retail food costs to advance 0.4 percent from August 18 to September 15. This was the first increase registered by the index since June 30, and it canceled the decline which occurred during the previous month and a half. The cost of all food groups except fresh fruits and vegetables has been going up since June 30, but up to the present period lower fruit and vegetable costs offset the other price increases. Lower potato prices were an important factor in canceling these other price increases, for, if potato prices had not changed, the index would have advanced 1.3 percent from August 18 to September 15.

COST INCREASES in all food groups, with the exception of meats, were smaller than the increases registered the previous month. Eggs showed the sharpest gain during the 4-week period, and moderate advances showed in meats, fats and oils, and dairy products. Cereals and bakery products were slightly higher as all eight items included in this group—especially corn meal and flour—advanced in price. While egg prices went up 5 percent, the change was smaller than a year ago. Egg prices on September 15 of this year were lower than those of a year ago.

MEATS in general advanced 2 percent to the highest level reached this year, primarily because of sharp increases in fresh pork prices, but meats on September 15 were still 5 percent below costs a year ago. Higher fresh milk and cheese prices caused the 1.4 percent increase in the dairy group, counter-balancing the first drop since May in butter prices. While fresh fruits and vegetable costs dropped 5 percent, costs of canned and dried fruit and vegetable items were higher.

INDEX of retail food costs as reported by the Bureau of Labor Statistics on September 15 stood at 84.3 percent of the 1923-25 average, the highest for this season since 1930, but still 22 percent under food costs of September 15, 1929. Costs were 5 percent above a year ago, but this was due only to a 40 percent increase in fresh fruits and vegetable costs which had run at a fairly consistently low level for several years, and to a 15 percent increase in dairy products. Costs of all other food groups were lower.

and Supplies

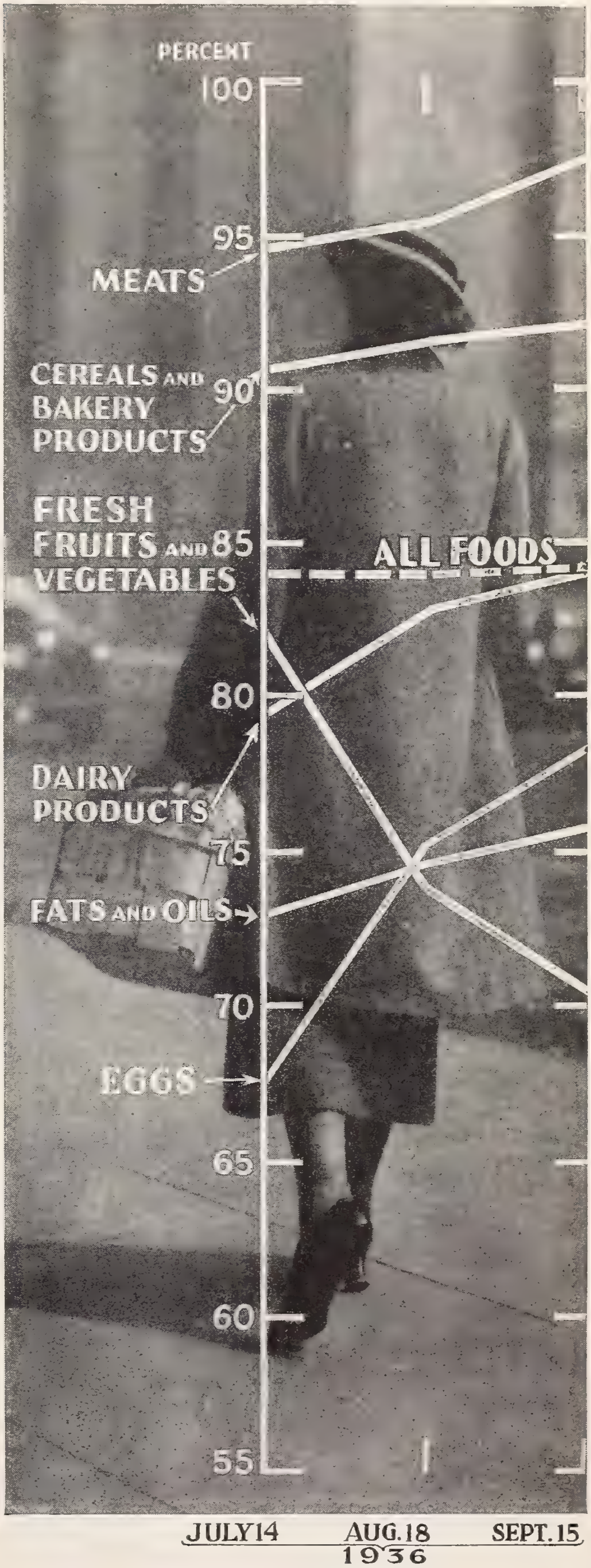
INCREASE in food costs during the month was in part seasonal. Eggs, dairy products, and pork usually go up at this time of the year. Fresh fruit and vegetable prices and potatoes usually go down and the change in the cost of all foods depends upon the rate of change in each of these items. Drought conditions have accelerated price increases in eggs and dairy products and retarded price declines in some fruits and vegetables. Increased consumer incomes also have been a major price boosting factor.

FARM PRICES in general did not change from mid-August to mid-September, although for most of the individual food items reported, farmers received lower prices in September than in August. Sharpest increase in farm prices occurred in truck crops; dairy products and eggs showed less than seasonal price advances. Fruit prices declined seasonally, and meats as a group remained unchanged since higher cattle prices offset lower hog and lamb prices. Compared with a year ago, farm prices of all food items except chickens, eggs, and meats were higher.

SPREADS between farm and retail prices remained close to the level in August, which is lower than in 1931 but above any subsequent year During September farmers received 48 cents out of every dollar spent by consumers for 10 important food products, about the same amount that they received a month earlier and in September 1935. Hens appeared to be the only item in the group on which the spread was higher than in any earlier years. The actual spread between farm and retail hen prices was the largest on record for September, and the farmer's share of the consumer's dollar spent for hens was the smallest on record. The spread between farm and retail price of pork widened slightly from August to September and was substantially larger than during the past 2 years, and at about the average levels of the 1925-29 period.

DROUGHT liquidation of poultry continued in September and receipts at major markets during the first 3 weeks were 25 percent above a year ago. August receipts were 57 percent above 1935 with most of the increase in young chickens. Increased marketings were due primarily to a 25 percent increase in commercial hatchings coupled

A CLOSE UP OF FOOD COST CHANGES
1923-1925 = 100



with drought conditions. This spring farmers acquired large numbers of young chicks to increase their laying flocks. When drought sharply curtailed feed supplies, farmers changed their plans, and sent these young chickens and their poorer layers to market. This increase in marketings will result in larger current poultry supplies, but it will probably also give curtailed egg supplies next year, and smaller marketings of fresh-killed poultry during the first half of 1937.

POULTRY storage stocks on September 1 reached a new high level of 65 million pounds compared with 35 million pounds a year ago, and average stocks of 39 million pounds. This huge increase in storage stocks forced wholesale price declines of from 2 to 3 cents a pound in late September and early October. Roasters weighing 4½ pounds and up were the only exception, being 2 to 3 cents per pound higher due to the small amounts marketed this year.

RETAIL poultry prices declined 0.5 cent to 32.8 cents per pound during the 4-week period, but prices are still about 5 percent above prices a year ago. Farm prices of poultry dropped from 15.1 to 14.9 cents per pound in the same period. Because of sharp declines in farm and wholesale prices since these reports were issued in mid-September, further substantial declines in retail prices are expected. Poultry prices usually reach their low point in December when heaviest marketings occur. Due to the early marketings this year the low point may be reached in November.

BUTTER registered its first retail price decline since early May when prices dropped 0.1 cent to 42.4 cents per pound from August 18 to September 15. Butter prices usually increase seasonally in the fall and this decline appears to be a temporary recession from high levels reached much earlier this year. Farm prices of butterfat usually advance about a cent a pound from mid-August to mid-September, but this year they declined 0.2 cent a pound. While butter was slightly lower in price, fresh milk prices went up 0.2 cent a quart, and cheese 0.7 cent a pound. On September 15 butter prices were 29 percent above a year ago, while milk and cheese were about 10 percent higher.

CREAMERY BUTTER production during August was 20 million pounds or 12.5 percent under August 1935, with heaviest reductions in the principal butter-producing States. Since the drought this year centered around the butter-producing areas, it was expected that butter production would be more unfavorably affected than other dairy products. Pastures in these areas were severely damaged by drought and on September 1 milk production per cow was the lowest on record. September rains have improved pastures but the outlook is still for continued low production.

MARKETINGS of meat animals at major stockyards during September increased over August and supplies are expected to continue relatively heavy during October. Peak marketing of lamb and beef usually occurs in October, at which time hog slaughter commences its seasonal up-swing.

SEPTEMBER receipts of cattle at major markets were slightly heavier than during August, but about 1 percent below a year ago. However, cattle prices increased slightly above a month earlier despite large supplies, partly as a result of increased consumer income reflected in a greater demand for beef. Better-grade cattle prices usually advance at this time of the year while prices of lower grades move down with heavier marketing of range cattle.

SIRLOIN and round steak prices to consumers went up 0.9 and 0.7 cent a pound from August 18 to September 15, while rib and chuck roast were 0.5 cent a pound higher. In spite of these increases retail beef prices were from 6 to 16 percent below last September's prices.

HOG RECEIPTS at seven markets during September were over 70 percent heavier than a year ago and slightly larger than during August. A large proportion of arrivals consisted of lightweight hogs from the spring pig crop with strictly finished hogs relatively scarce. Average weight of all hogs marketed during the week ending September 26 was 22 pounds below a year ago and this in part offset heavier receipts. As pointed out in previous issues of the GUIDE high corn prices are expected to cause the spring pig crop to be marketed earlier than usual, making slaughter supplies from October to December larger than average in relation to those from January to March.

RETAIL fresh pork prices jumped over 10 percent during the 4-week period, but smoked items as a group remained unchanged in price. On September 15 fresh pork was retailing at 1 percent below a year ago, while smoked ham was 5 percent lower and bacon 13 percent lower. During the month loin roast advanced 3.2 cents to 32.9 cents per pound, while pork chops went up 3.8 cents to 39.5 cents per pound. From the middle to the end of September wholesale prices of loins at Chicago dropped over $5 per hundred pounds and the prospect is for lower pork prices. The farm price of hogs in mid-September was $9.68 per hundred pounds compared with $9.89 on August 15 and $10.29 a year earlier, when in addition packers paid a $2.25 processing tax. Compared with a year ago, and compared with September 1929, fresh pork cuts are relatively more expensive than beef.

LAMB MARKETINGS increased sharply during September and were about 15 percent above receipts a year ago. This supply situation represents considerable improvement over the first 4 months of the present marketing year—May to August—when Federally inspected slaughter was the smallest for the period since 1929.

LEG OF LAMB was the only lamb item to exhibit a retail price increase during the 4-week period, advancing 0.6 cent to 30.2 cents per pound. Rib chops declined about the same amount, while breast and chuck were unchanged in price. Lamb cuts in general are retailing at 5 percent above prices a year ago. On September 15 farmers were receiving $7.43 per hundred pounds for lamb compared with $7.59 in mid-August and $7.23 a year ago.

LATE POTATO shipments up to the end of September were 1,000 cars or 40 percent larger than a year ago. High prices have caused heavy marketings despite the fact that the late crop is expected to be 59 million bushels below last year's 319 million bushel crop. Heaviest shipments are arriving from Maine, Colorado, and Idaho with the Maine harvest expected to reach its peak in October.

RETAIL potato prices moved down 0.4 cent to 3.2 cents per pound during the month. Prices have declined 20 percent since mid-July, but potatoes are retailing at 94 percent above a year ago. While wholesale prices have been declining, the change has been less than seasonal, due to the small crop. Farm prices of potatoes dropped from 128.2 to 113.7 cents per bushel from August 15 to September 15. A year ago farmers were receiving 47.5 cents a bushel for potatoes.

EGG PRODUCTION on September 1 was 1.6 percent below the low production of September 1, 1935, when farm flocks had not recovered fully from the effects of the 1934 drought. The number of layers in farm flocks was larger than a year ago, but with the exception of 1934 egg production per hen was the lowest September 1 in 11 years. Further declines in egg production may be expected until the seasonal low point is reached in December.

RETAIL egg prices went up 1.8 cents to 40.9 cents a dozen during the month. Since this change was smaller than a year ago, eggs were selling at 2 percent below September 1935 prices. Farm prices of eggs exhibited less than seasonal price advances, going up from 22.4 to 24.5 cents per dozen in the same period.

RETAIL PRICES of all fresh vegetables except green beans, lettuce, and carrots declined during the month. Major changes occurred in sweetpotatoes and cabbage, which went down 1 and 1.8 cents per pound. Increase of 1.8 cents per head in lettuce prices was due to an agricultural strike in California, which curtailed shipments temporarily.

FAVORABLE August and September weather conditions improved late vegetable crop prospects and helped increase the acreage planted to early vegetables. Late onions and cabbage were especially benefited by the rains. Peak shipments of these crops occur in October.

KEEPING FRESH EGGS FRESH

[Concluded from page 11]

storage, some egg connoisseurs still find that new-laid eggs and storage eggs are different in taste and flavor. This does not mean that one type of egg tastes better than the other. Tasting tests have shown that some people prefer storage eggs to new-laid ones. But at any rate, the difference in taste and flavor is today much less noticeable than it was a few years ago. This is due largely to careful handling and the development of new methods of preparing eggs for storage. Research is still going on.

NEWS FLASH TO POULTRY CONSUMERS

Watch your markets during October and November for cheaper poultry. . . Due partly to drought, poultry farmers have been selling a larger than usual quantity of birds. . . Poultry storage stocks are close to double last year's supply . . . Poultry prices usually reach their low in December, but this year lower prices may come earlier. . . Farm and wholesale prices in late September and early October showed sharp drops.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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BUREAU OF AGRICULTURAL ECONOMICS
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Consumers' Guide

VOL. III, No. 18
OCT. 5, 1936

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Better Plants and Animals

> "The science of the quality of life as it passes from generation to generation is in many respects the greatest and youngest of all the sciences. – – – I trust that the day will come when humanity will take as great an interest in the creation of superior forms of life as it has taken in past years in the perfection of superior forms of machinery. In the long run superior life forms may prove to have a greater profit for mankind than machinery."*
>
> Henry A. Wallace
> Secretary of Agriculture

NEWS of increasing activity in consumer education keeps crowding in... A forthcoming issue of "Building America", graphic and vivid publication of the Society for Curriculum Study, 425 West 123d Street, New York City, will be titled "We Consumers" and devoted exclusively to consumer problems. Many schools and consumer groups use the bulletins of this society for study and class discussion... The Consumer Education Committee of the Wisconsin Home Economics Association continues to supply consumer groups with a "Circulating Package Library on Consumer Buying by Grades and Standards", first developed last year... September's issue of "The Clearing House", an educational magazine, announces that State-wide curriculum revisions are being carried on this year in 32 States. Consumer organizations which like to see consumer problem study courses made a part of their schools' curricula should get in touch with superintendents of schools... So great has been the demand for "Sources of Information on Consumer Education and Organization", publication of the Consumers' Counsel, AAA, Washington, D. C., (described in our July 27, 1936, issue) that a new edition must be run off. Unique guide to Federal agencies servicing consumers, this bulletin is being used as a reference book by schools, clubs, adult education classes, unions, and other groups all over the country... Phi Upsilon Omicron, home economists' honorary sorority, has made consumer education a special 3-year study project, to start this fall. Direction of the study course will be from the offices of the American Home Economics Association in Washington, D. C.

ALERT merchants, aware of the growing demand from consumers for better aids in selecting merchandise on a quality basis, are setting the pace for others... Boston's Better Business Bureau has announced its intention to issue a better buymanship booklet on one type of merchandise. If this trial booklet is well received, others will follow... An advertising man also in Boston writes: "I have definitely thrown in with the consumer movement and am going to specialize 'in merchandise that speaks and tells the truth'." He has already prepared a circular for a carpet manufacturing firm which gives buyers facts and figures on the construction and durability of various grades of carpets — the kind of data consumers need for wise buying. To prove to manufacturers the widespread demand for informative labeling, he is circulating questionnaires among consumers asking them which they prefer: facts or sales talks... "May the best one win", hopes a large distributing house and to help has published a practical "Consumers' Shopping Guide" which gives quality marks of three different grades of a wide variety of fabrics commonly purchased for household and personal use. Facts become the sales talk in this Guide.

"SPINACH tastes so much better right out of the garden", writes a reader from a middle-sized Iowa town, "that I wondered if the food value might be different too. Are there more vitamins in spinach just picked than spinach which has been kept long enough to make the average trip through commercial channels?"

SOME VITAMINS do disappear when greenery stands. The main loss is of Vitamin C, but some Vitamin B is lost too. How much of their potency stays and how much goes depends on how long the spinach is held and probably on how it is held, what its storage temperature was. Not enough studies have been done to justify any more definite statement than that, other things being equal, the longer the storage the greater the vitamin loss.

***From the section of the 1936 Yearbook of Agriculture devoted to "Better Plants and Animals", excerpts from which begin on page 3 of this issue.**

Better Plants and Animals

The 1936 Yearbook of Agriculture turns a corner. With its usual columns of valuable but inanimate statistics printed in a separate volume, this Yearbook presents the wonder tale of man's progress in creating growing things more closely to meet human needs.

Most of the 1,200 pages are the result of a cooperative survey of plant and animal improvement carried on by workers in the Department of Agriculture and the State Agricultural Experiment Sattions under direction of a Genetics Committee appointed in 1933 by the Secretary of Agriculture.

Because agricultural science serves the consumer's interest so clearly in this field, we publish here some excerpts from the introductory passages. Copies of the Yearbook are for sale by the Superintendent of Documents, Washington, D. C., for $1.25.

Read in these two pictures the story of how Government scientists are helping agriculture win the battle against wheat's mortal enemy—rust.

"SINCE life began, nature has been "breeding" plants and animals. She crossed them. She inbred them. She subjected them to mysterious forces powerful enough to bring about changes in the germ stuff that determines their characteristics. She put them through hardships that only the fit could survive. Out of these processes, carried on over millions of years, myriads of forms of living things developed.

"FOR a long time after man came on the scene, he took what nature gave him. But being observant and determined, he eventually began to gather seeds from the fields and plant them for his own use, and to capture young animals and tame them. This was more handy than hunting and it gave him a more certain food supply. As he gained experience, he became dissatisfied with what he got from nature and began making improvements. He picked out the plants that seemed to yield the most and to be the more palatable and increased them, gradually discarding the others.

The problem: To produce an animal for the Gulf Coast area, one that could "endure the intense heat of summer, resist insect pests and diseases, grow rapidly, and produce a desirable beef carcass on grass." No such animal seemed to exist in the United States. One solution:

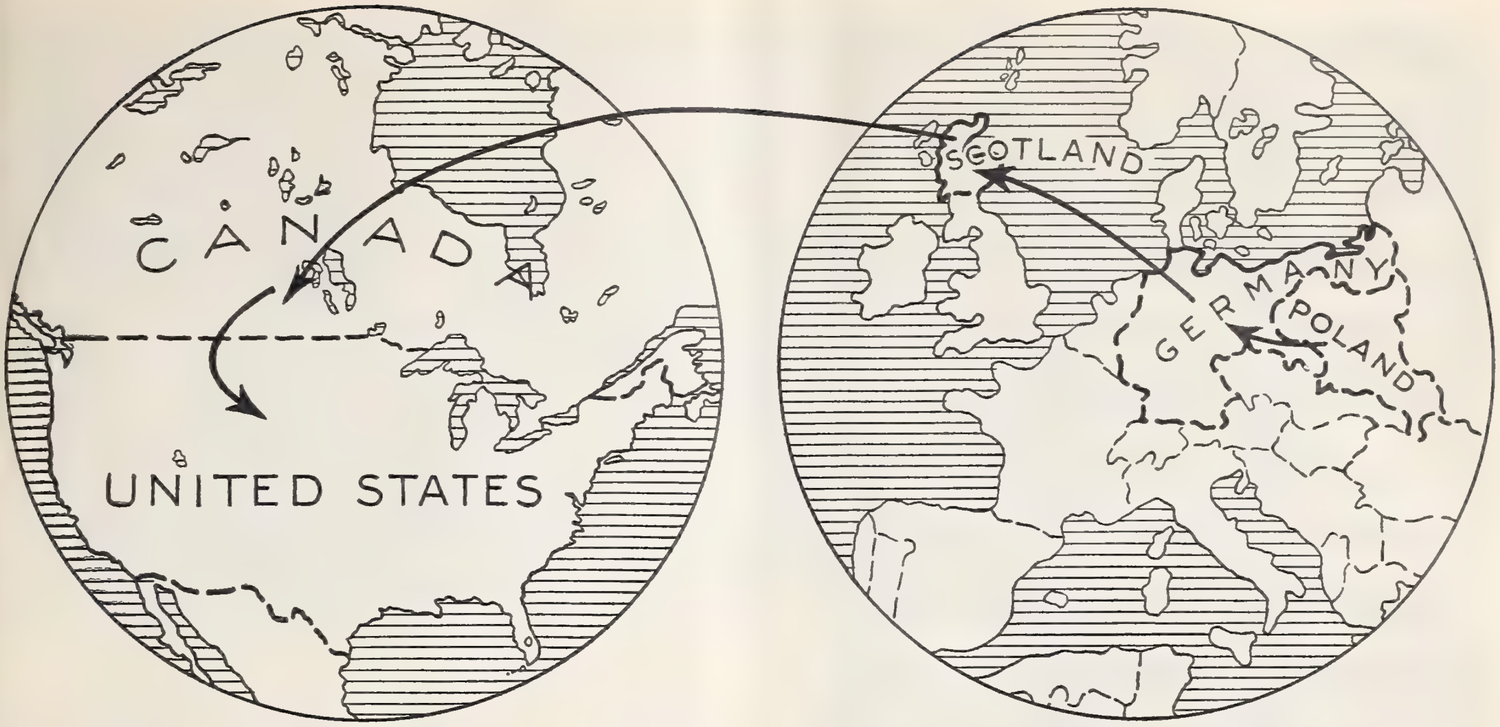
Workers at the Department of Agriculture field station in Alabama combined the climate-adaptability of Brahman cattle from India (above, right) with the beefy conformation of the Aberdeen-Angus(above, left) and got animals that met all the specifications (left).

He shrewdly selected the best animals for mating whenever he could. It was a slow, crude business, but there was plenty of time. Long before the dawn of history, these generations of picking and choosing resulted in most of the major types of agricultural plants and domestic animals we have today.

"DURING this time the men who knew most about the processes of nature, or thought they did, were the magicians. Eventually the scientists appeared. They were the natural heirs, the seventh sons of the seventh sons, of the magicians, and they put the latter out of business because their ideas turned out to be more practical and effective. These scientists were natural-born meddlers; nothing was safe from their curiosity; they were driven by an experimental itch that would not let them leave anything alone. Some of the biologists among them saw possibilities for further improvement in plants and animals, and slowly and painstakingly they worked out more exact methods to bring it about.

"AS TIME is measured in the age of the earth or of man, the scientists who deal with heredity came on the scene only a few minutes ago, but already they have managed to do a great deal. In the case of plants, especially, they have developed out of the old stock a large number of new forms with better quality, more productiveness, and greater resistance to disease and adversity. But they would be the first to say that they have hardly scratched the surface, and looking into the future, they can see far richer possibilities as their science pushes forward with its exploration and experimenting.

"MODERN SCIENCE . . . enables agriculture to stride instead of having to creep. Even at that, it has to keep striding fast. Diseases that were not serious before, devastate modern close-packed plant communities as the Black Plague devastated crowded cities, and new varieties of plants have to be bred to resist each one. But then the disease organism may become adapted to the new plant, and it is necessary to develop still another one. In the case of animals,



The variety of wheat that founded the vast hard red spring wheat industry, ancestor to the famous "Marquis", came to the United States originally from Poland by way of Germany, Scotland, and Canada.

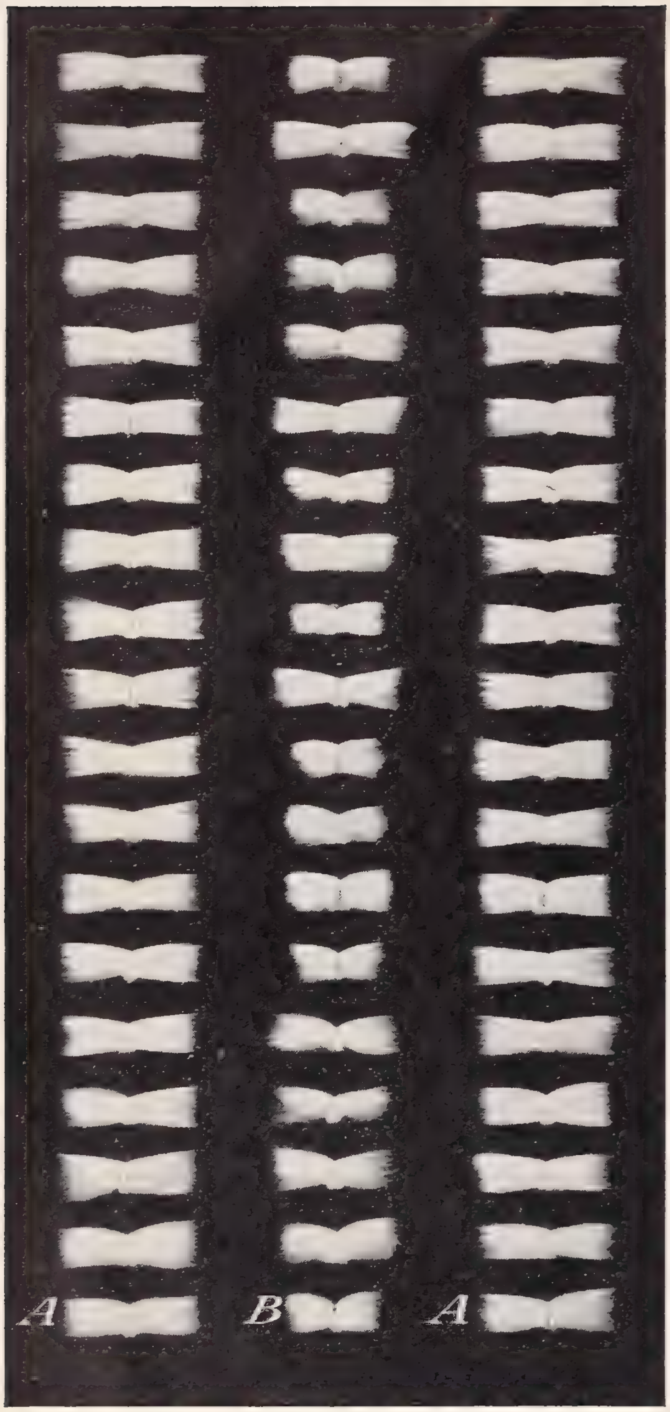
scientists do not yet agree on the extent of hereditary disease resistance; but the same necessity exists as with plants, and there is increasing pressure to find out what are the limits of inheritance in this direction. In addition, the pressure of competition, new technological developments, and changes in ways of living make it imperative to keep on the job increasing efficiency and improving quality.

"THERE is scarcely time to congratulate ourselves on the achievement of today because we have to hustle to produce something better for tomorrow. The task of the breeder and the geneticist has become never-ending.

"LOOKING back over this third century, four things stand out strikingly:

"SCIENTIFIC breeding with both plants and animals has become a powerful and an indispensable tool for making agriculture more efficient and more flexible in meeting new demands and supplying the needs of men for food and raw materials. It has become a major branch of the science of life, taking its place beside modern chemistry and medicine as a means of conquering some of the chief difficulties and dangers that beset man, and giving him greater abundance.

"BUT it has hardly begun to do what it should do in this direction. The average hen in the flocks of the United States produces 80 eggs a year. There are flocks of well-bred birds that produce over 200 eggs per bird per year. Average butterfat production is 165 pounds per cow per year; the herds surveyed for this Yearbook average 450 pounds per cow per year. But of 4,000 dairy sires, representing what are considered to be the best herds in the country, surveyed for the Yearbook, only 300, or less than 10 percent, are listed as excellent from the standpoint of transmitting high production. Obviously the production of both eggs and dairy products in the United States could be greatly increased with no more hens or cows than farmers now have to feed and care for. In other words, costs of production could be greatly reduced by a wider application of scientific breeding. The basic significance of this that neither egg consumption nor milk consumption is what it should be, especially in the lower income groups who make up so large a percentage of the population, because not enough people can afford enough eggs or enough milk for the best nutrition. Fundamental economic considerations, including the distribution of income, are involved here, but in any case scientific breeding should be a dynamic factor in producing the necessities of life at less cost, and putting them within the reach of more people.



Pure seed of a select stock produced the uniform cotton fibers in the outside rows, while mixed "gin-run" stock produced the center row of combed fibers.

. . . "THERE is a close interdependence between practical breeding work and the theoretical science of genetics. The practical breeder can accomplish a great deal by dint of long experience, close observation, and a genuine feeling for his material; but the knowledge of how inheritance works, built up by theoretical research in genetics, enables him to go farther and faster, with fewer mistakes.

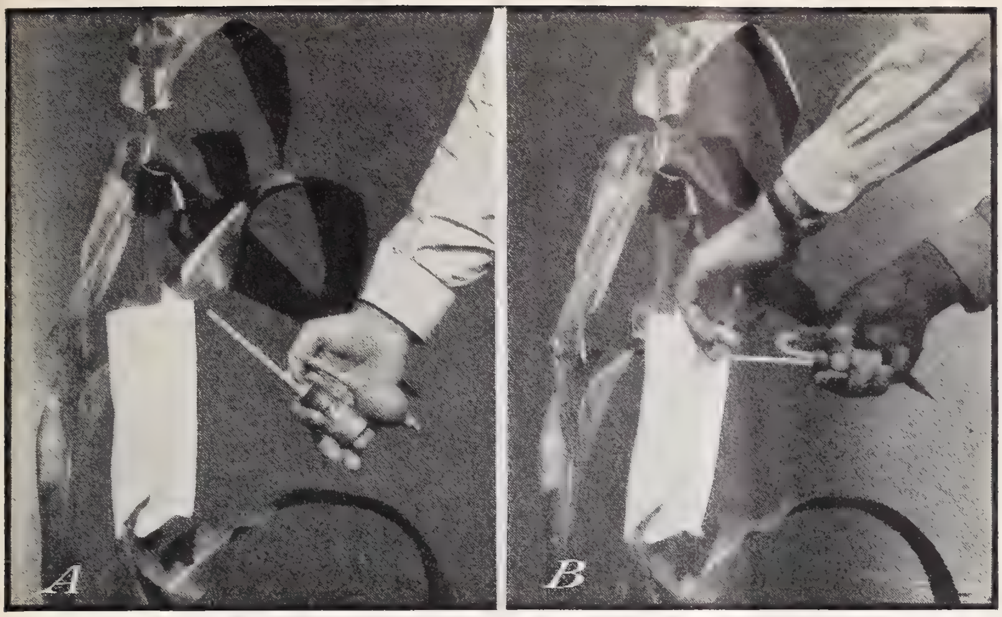
. . . "LIKE every other science, the modern science of heredity is international, not only in its theoretical findings, but in its practical applications in agriculture. Some of the most valuable of our present-day varieties of plants in the United States, for example, trace their parentage back to far and obscure places. Scientists search the earth for breeding material that will be useful in improving the products grown in their own country. They exchange this material, and the results of their own work, freely between one country and another.

...."THE FIELD of breeding and genetics has become so large, it is so dependent on progress in basic research, and it requires such continuous effort on projects running over many years or even more than one generation, that it obviously becomes a function of governmental institutions capable of devoting the necessary money and time to the work and doing it with a sufficiently disinterested attitude. This is especially true because the results are for the benefit of all people rather than any one group. In the future, the well-being of a nation will depend more and more on the vigor and adequacy with which it carries on this task of improving the forms of life on which it depends to feed, clothe, and house its people, and also on the vigor and adequacy with which it makes the improvements available to all its citizens.

...."GENETICS is not less vital to the welfare of the human race than the science of nutrition, though probably the public in general knows a good deal less about it, since genes have received less publicity than vitamins. No field is more fascinating, and as far as practical breeding is concerned, those who work carefully can achieve interesting and worth-while results even without scientific training.... Farmers and others who perhaps never saw the inside of a laboratory have developed valuable plants and animals that have been widely used.

...."WHETHER he is a professional or an amateur, the enthusiastic breeder of plants or animals is likely to have certain peculiarities, and there are certain requirements for success.

"HE MUST, above all, have a genuine love of his material and become so thoroughly identified with it that he knows its minute characteristics and can readily distinguish small differences in appearance, quality, and behavior that would be unnoticed by the casual observer.

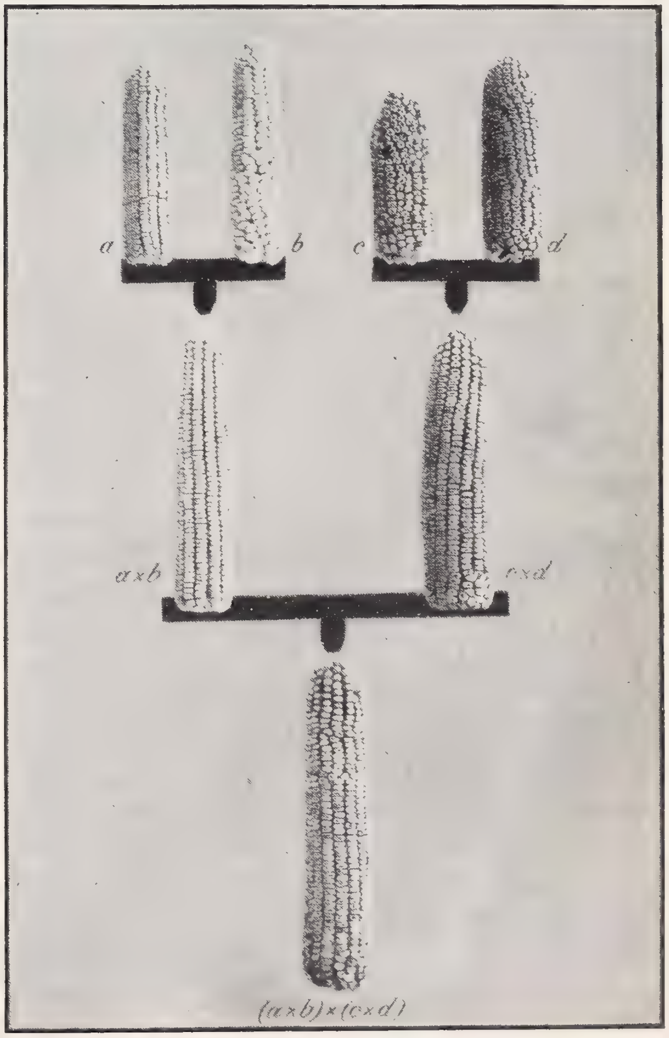


(Left) Using a pollen gun to fertilize the carefully protected corn silk with pollen from plants chosen for crossing.

(Below) The family tree of one corn variety, showing how it was produced by combining the good qualities of less satisfactory forebears.

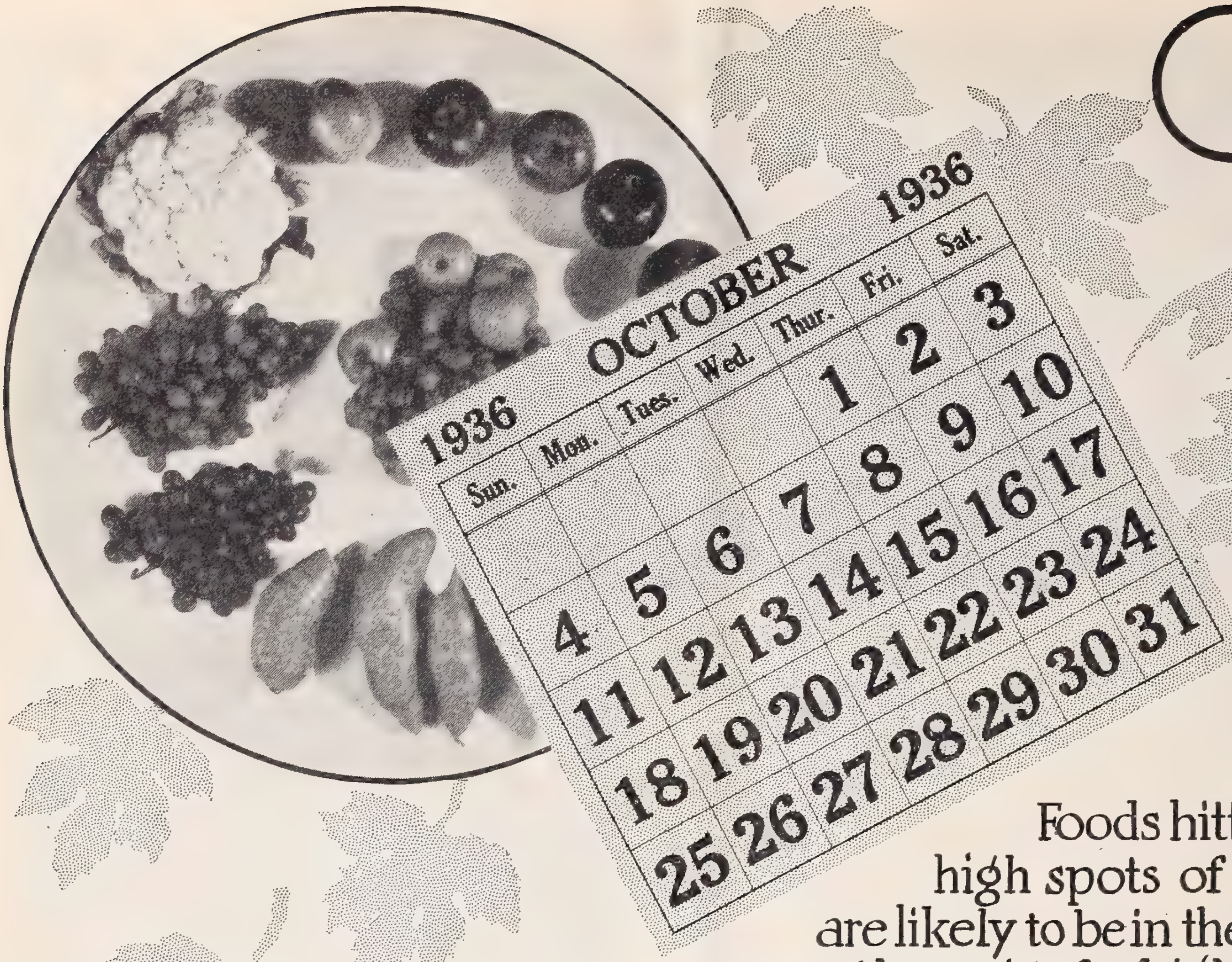
If he is working with wheat, for example, he must be able to go over a nursery containing many thousands of superior plants and select those that have traits for which he is searching; he may find only a single strain different from the rest, like a nugget of gold in a waste of rocks. Again, he must be able to classify many plants of each progeny in accordance with their characters, and do it rapidly and surely. This requires not only a trained eye but also something that almost becomes instinctive, like the feeling of an artist for his raw material, based on painfully acquired knowledge that eventually passes into the subconscious. This kind of observation and judgment, of course, is supplemented by scientific tests and precise measurements, but the feeling for the material must come first.

"AGAIN, the breeder who works with plants must be able to carry on many delicate manipulations with rapidity and precision. Some of his work is of the order of that done by a jeweler making filigrees with fine wires, or peering into a watch and putting together little wheels and springs under a magnifying glass. This demands not only a nice touch but a kind of patience that not everybody possesses.



"THE ANIMAL breeder, for the most part, does not have to do this kind of work. Nevertheless he, too, must have a genuine love for his material and the ability to select from thousands of available animals the ones whose germ plasm will produce the traits desired. Patience is a prime requisite with him also, since, like the plant breeder, he undertakes projects that may not be completed for many years, and many of which will turn out wrong and have to be abandoned or started all over again. But in addition, the animal breeder needs to have boldness mixed with his patience. The timid soul has no place in this work."

On



Foods hitting their high spots of supply are likely to be in their season of low price for high quality

OCTOBER is the high month of the average year for arrival in the city market of sweetpotatoes, cauliflower, and parsnips; of apples and grapes. More lamb and beef are usually butchered in October than in any other month. Generally speaking, consumers can count on the season of highest supply to bring them lowest prices.

APPLE SUPPLIES last year totaled 167 million bushels. Of those, Government economists estimate that 50 million bushels were October's share of the crop. Of the 37 main apple varieties on the market during the year, 18 of them are in season in October.

THIS YEAR three factors have combined to inflict drastic damage to the apple crop. Fewer trees were left to bear after last winter's severe weather, and this year late spring frost and drought have taken their further toll. Present estimates place the crop more than a third below last year's. So devastatingly has this cut into the year's total fruit supply that even promises of the biggest citrus crop on record do not make up the difference.

APPLES take their uncontested spot on many family menus, good year and bad. This special fidelity to apples may go back to the day when they received some rather over-enthusiastic recommendations

Autumn Market Lists

for their medicinal value. Even now that consumers know the apple's contribution to the mineral and vitamin supply is considerably short of spectacular, the fact would still stand that nothing can take their place as an attractive staple to keep on hand for every fruit need from the apple on the teacher's desk in the morning to the apple on the midnight bedside table.

October markets bring the average year's top supplies of cauliflower, sweetpotatoes, parsnips, apples, and grapes to city markets. Experts advise consumers to make their choices of fresh produce in person.

SHORT SUPPLIES put a premium on careful buying. First tip to consumers is to know which varieties of apples are suited for which purpose—whether they are dessert apples, or cooking apples or an all-around type suitable for both. Variety names are stamped on the boxes and barrels and bushel baskets in which the apples are shipped. Many consumers with steady apple requirements buy in these quantities in order to make sure not only of the variety they are getting but also of the quality, since Government grades also show on these containers. Without grade marks to guide you, the general attributes of the apple you want are firmness and a color that is good in the variety you are buying. Varieties that have been in season some months are likelier than less-stored apples to have the most common defect that hits apples, the brown spots on the skin of apples called "scald", caused by the gases the apples give off when in storage or en route. If you find your apples wrapped in oiled paper or packed in shredded oiled paper you are safer for the oil absorbs the gases. (See "What Every Apple Consumer Should Know" in the CONSUMERS' GUIDE for September 16, 1935.)

GRAPES come under two general heads in our markets: The native Eastern type and the European kinds grown in the West. Both have high sugar content and are correspondingly well up on the list of fruits for fuel calories, but the western types are sweetest. Grapes rank as "fair" for Vitamins A, B, and C, without special showing on the mineral table. First mark of your good bunch of table grapes is a fresh look. The individual grapes are plump and they stick to their stems when the careful consumer tests them by a gentle shaking. Some grapes are ripe while they are still green in color but most white and green grapes are in their prime for eating when they are just turning amber. The stem end is a tell-tale spot when grapes are going bad, and other signs are mold, wetness, and sometimes stained containers.

SWEETPOTATOES divide up into two classes, according to color, moisture and sweetness. The kind that comes to the table dry and mealy usually have a yellowish tan skin and very light yellow flesh. The sweet moist-fleshed kind have skins varying from whitish to reddish color and flesh from light greenish-yellow to a reddish or orange tint. These sweetpotatoes are often called "yams" though the experts deny them the title. Of either variety the good sweetpotato should be "smooth, well-shaped, firm, and of bright appearance." Odd shape means more waste, and so do growth cracks. Look out for decay, because one small spot can make a whole potato uneatable. One kind of decay shows as soft wet spots. Another kind is a dry, shriveled, discolored, and sunken spot, usually at the end of the

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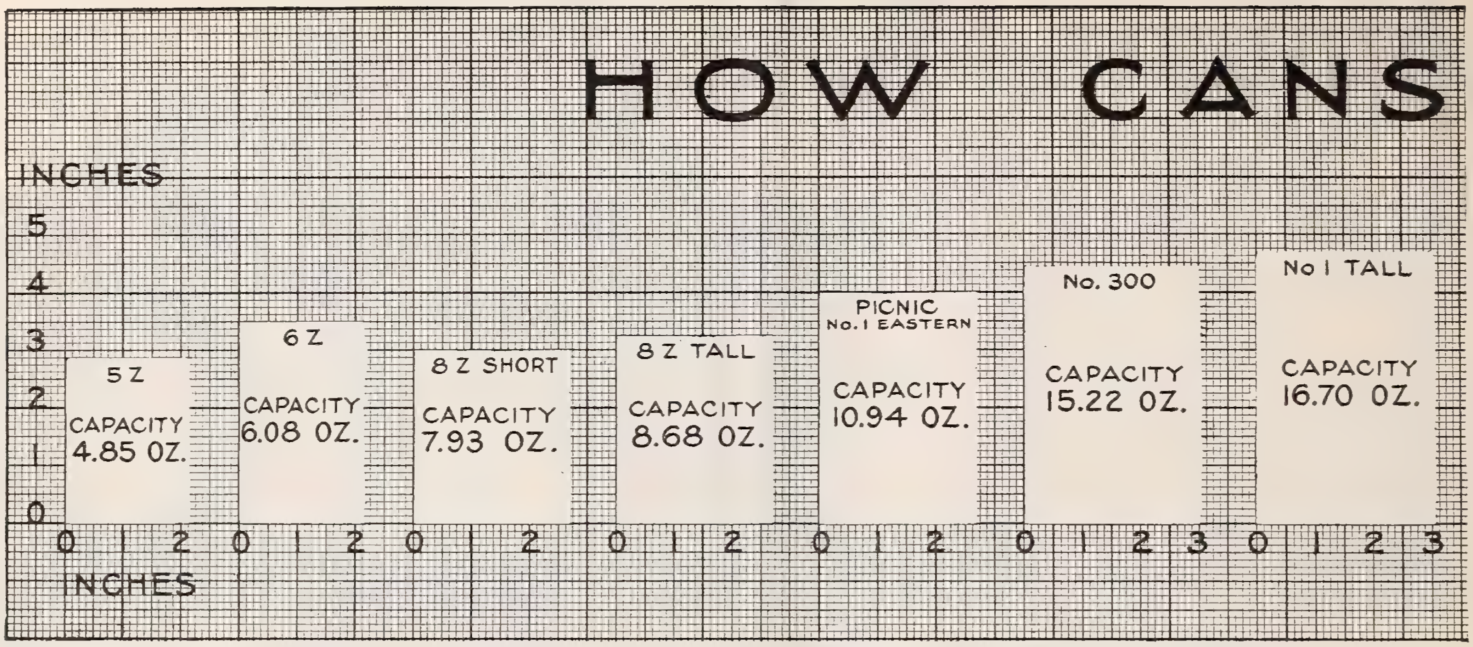


Chart shows the exact dimensions of some of the common cans on the grocer's shelves. Capacity listed is the distilled water which the can would hold if filled to its very top.

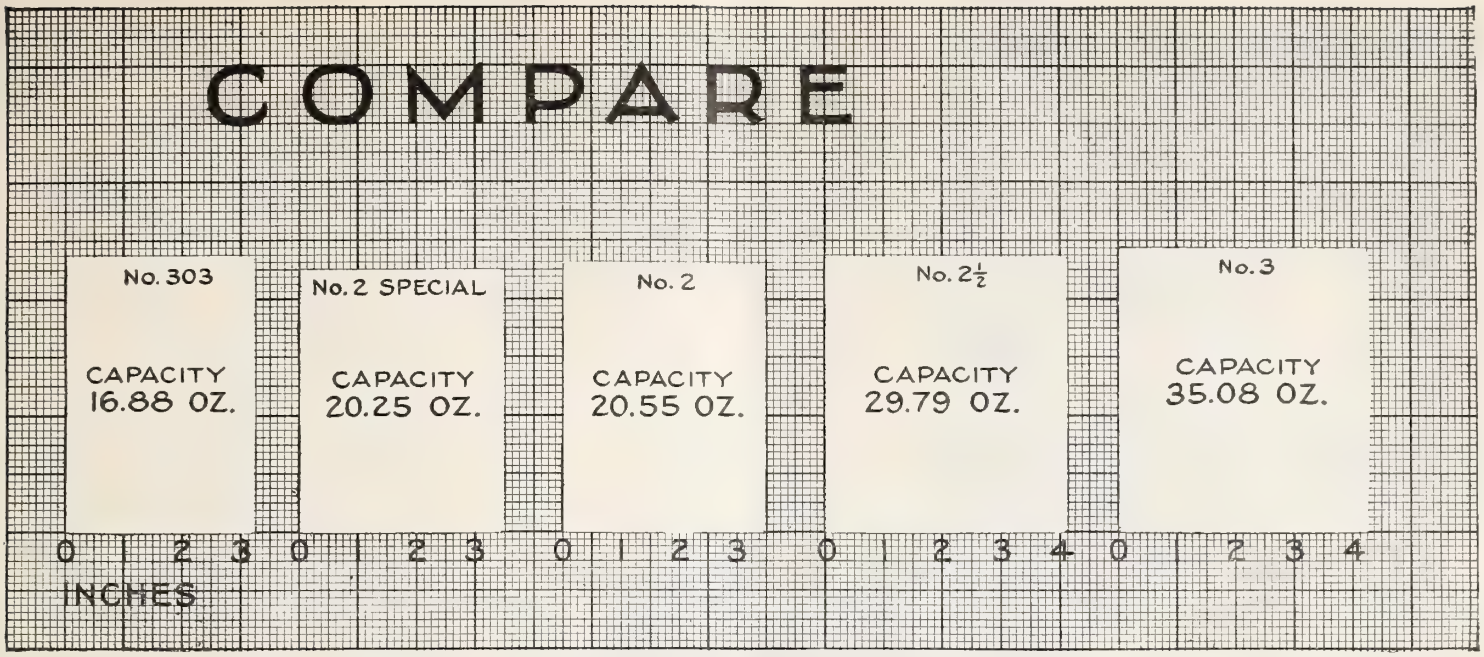
Can you spot a No. 303 can on your grocer's shelf, tell it from a No. 2? Do you know whether a No. 300 holds ½ ounce more than a No. 1 Tall, or vice versa? Present status of can standardization is outlined here

PACKING fruits and vegetables in cans of 200 different sizes used to be common practice among American canners. A canner who wanted some distinctive size or shape found, if his innovation became a good seller, that it was only a question of weeks before imitators would come rolling in with similar stock. Then the smart canner turned to and invented still newer sizes and shapes. That's what led to the 200.

EXPENSE to the canner, confusion to the consumer--these were the costs of the race for individual and distinctive cans. Each different sized can required additional costly machinery to manufacture. Each different can demanded a special size label. Great variety in can sizes meant also that shipping carton and box sizes had to be multiplied many times over. Packers and distributors all the way along the line felt the effects of this great waste and increased operating cost. Consumers, confronted in the grocery by a bewildering number of different-sized cans, were at a loss to tell how much food they were getting for their money. So many of the cans looked exactly alike but weren't. Sometimes one can contained several ounces more or less than another very similar, often apparently identical, can.

SIMPLIFICATION of containers, with a voice in the simplification proceedings for all interested parties, to many manufacturers has seemed to be a very necessary move. Looking over into Canada, the canning trade saw the effects of simplification in actual practice. In our neighbor country fruits and vegetables come packed in cans of only 11 different sizes. Canadian packers realize the economic benefits of mass production and Canadian consumers are protected from the losses that come from buying one size of can thinking it is another size. Regulations governing the sizes of containers for canned fruits and vegetables have been on the Canadian statute books since 1929.

HERE in America the canning trade some years ago invited the Division of Simplified Practice of the National Bureau of Standards to cooperate in developing a simplified practice recommendation. (Details on the work of this Division appeared in the CONSUMERS' GUIDE for July 13, 1936.) A cooperative survey among 2,800 canners throughout the country brought forth a wealth of data. Leading producers of



Actual weight of contents of cans of the same technical size varies with the kind of food and the degree of fullness. The label gives the weight of each can's contents.

cans supplied still further information. After considering the data, the canning trade association's own committee on simplification recommended the adoption of only 27 sizes of cans for fruits and vegetables to replace the 200.

CONFERENCES of canners and canned food distributors considered the recommendation for approval. On September 1, 1934, the program calling for only 27 sizes was made effective. At present writing, hundreds of producers, packers, distributors, and users of cans for fruits and vegetables have signified in writing their acceptance of the simplified practice recommendation. The Federal Government, as the country's largest purchaser, now buys its canned goods in accordance with the simplified line. Many other purchasers, large and small, buy the same way, although the program is entirely voluntary.

RESPONSIBILITY for enforcing the simplification recommendations rests entirely with the canning trade itself. A standing committee representative of food packers and distributors attempts to keep the industry in line. But people who agree voluntarily to abide by simplified practice are in no way legally bound to do so. As a matter of fact, a number of can sizes not among the 27 have already cropped up in American grocery stores. New trade conferences may soon be under way to consider this problem.

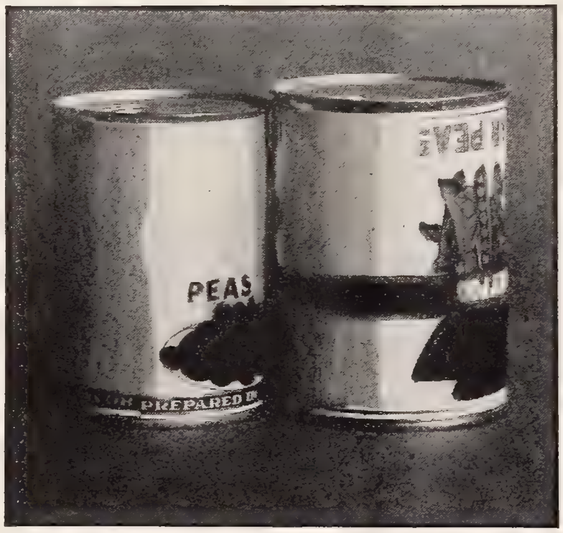
NO LAWS exist which restrict the fancies of can manufacturers, provided that when sold in interstate commerce filled cans bear labels which clearly show the net weight of their contents. Laws have been passed regulating the sizes and, in some instances, the shapes of baskets, hampers, and barrels. As a result there is today such clear differentiation between basket sizes that no consumer would mistake one size of basket for a larger one. (Full explanation appears in the CONSUMERS' GUIDE for February 23, 1934.)

BACK now to cans, the question of can sizes from the consumer's point of view divides itself into two parts. Total number of can sizes used should not be so large as to confuse the careful consumer in his efforts to find out what quantity of food he gets for his money. Next, consumers want each can size to be so distinct from every other can size as to lock out all possibility of mistaking one for another. When the trade decided to reduce the number of sizes to 27, it took a long step toward meeting consumer needs on the first phase of the problem. But when it made so small a figure as 1/32-inch the minimum allowable difference between can dimensions, it stopped short on the second phase.

INCLUDED AMONG the 27 recommended can sizes, for example, are some that are still very near together in size and in capacity. Overall dimensions of the No. 2 can, and the "No. 2 special" can are exactly alike, except that the No. 2 can

One of these cans—the left one—is 1/16 inch shorter than the other. Both have the same diameter. The "No. 2 special" on the left holds 3/10 ounce less than No. 2 on the right. Both generally sell at the same price. In the course of a year, consumers who use a considerable number of the "No. 2 special" cans may get several pounds of food less than they would get from the "No. 2."

is 1/16 inch taller than the other, and consequently has a larger capacity. Side by side the cans look so much like identical twins that reading the label for net weight information becomes compulsory for the consumer who wants to pay only for what he gets.


When cans have approximately the same proportions, it is sometimes hard for a shopper to recognize at a glance which is the larger. On the left is a No. 303 can of peas, costing 18 cents. On the right is a No. 2 can which cost only 15 cents. It's only a 20 percent difference in price per can, but the food in No. 303 actually cost 50 percent more per pound.

FAMILY RELATIONSHIP exists also among the No. 1¼ cans. Dimensions of the regular No. 1¼ can are 4-1/16 by 2-6/16 inches. The "No. 1¼ special" has the same diameter but is only 2-5/16 inches high, and contains about one-half ounce less. These cans, frequently used for sliced pineapple, are generally sold at identical prices.

SOME CANNERS have considered eliminating the 2 "special" cans from the list, but to date the suggestion has not been carried out. Canners in favor of retaining the "special" cans say that they are selling too well to be drawn out of circulation. If and when the trade agrees to reduce the list, however, machinery exists for smoothing the way. Many of the simplified practice recommendations of the Bureau of Standards undergo frequent revisions in acdcorance with changing practice and needs.

COMMONEST can sizes in everyday use in the United States are No. 1 Tall, No. 1 Eastern, No. 2, No. 2½, and No. 303. Institutional buyers often use No. 10, a can 6-3/16 by 7 inches, containing almost 7 pounds. But here, too, there is room for a word of caution, because a "No. 10 special" is now on the market, only 6-15/16 inches tall. It takes measuring with a ruler to tell these cans apart.

CONSUMERS' INTEREST in the question of can sizes is more than academic, especially where mistaken identity plays its subtle part. In Canada this villain is foiled because no two cans among their 11 are confusingly close in dimensions or in capacity, and the "special" cans, along with No. 303, have been

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Reading the label is still the best way to make sure you are getting the quantity you think you're paying for. By comparing net weight statements on different cans of the same food, and buying accordingly, shoppers can stretch their food dollars.

Quality in Fruits and Vegetables

People in the business of buying fresh fruits and vegetables have found a common language in U.S. Government grades

To reduce the chance of error in judgment and to promote the uniform interpretation of a grade throughout the country, models of fruits and vegetables are made by the Bureau of Agricultural Economics. These models reproduce the exact color, size, and imperfections allowable in the various grades by Department regulations. Artists are at work here on such color models.

HOUSEWIVES today carry home more fruits and vegetables than ever before. If you can compare the food purchased on your trip to market yesterday with a similar shopping trip made 20 years ago, you will notice the change that has taken place. Twenty years ago you were hard put to buy oranges in the summer, spinach in the winter. Since then better transportation, preservation, and distribution methods have spread the perishable food calendar around the year for consumers even in markets remote from producers.

CHANCES are, however, that you select fruits and vegetables much the same way you did 20 years ago—by punching, smelling, snapping, or on the advice of the retailer's clerk. This sounds like blind buying compared with selecting meats, poultry, butter, canned fruits and vegetables on the basis of U. S. grades.

U. S. GRADES for fruits and vegetables, developed within the last 20 years, are designed primarily for use by the wholesale trade. Packers and dealers may or may not use the U. S. grades as they see fit, yet much of the wholesale trading is done on the basis of these grades. The economical buyer who makes purchases under the U. S. grades knows that if he buys fruits or vegetables of the U. S. No. 1 grade, or any other grade, his purchases will not be below a certain minimum quality. Markings for size and grade often appear on the shipping container. Thus few housewives, other than those who purchase in relatively large quantities—100-pound bags of potatoes, a crate of oranges, a box of apples—actually, buy these products by grades.

UNLIKE grades for meats or canned fruits and vegetables, grade labels for fresh fruits and vegetables can seldom be placed upon the retail unit. Marking each potato, each orange, or carrot with a U. S. grade might give work to half the population of the country, but would cost more than it was worth.

These peaches have already been classified by size and quality. The workers here are preparing the top or face layer for baskets of peaches that will soon be started on their way to consumer markets.

Perishability is another factor restricting the use of grades. Sudden injury, perhaps freezing, might reduce a fruit or vegetable from highest grade to no grade within a few hours.

CONSUMERS nevertheless can benefit by the use of U. S. grades for fruits and vegetables in the wholesale trade since they enable the retailer to obtain products of nearly uniform quality.

GRADING and inspecting fruits and vegetables are services supervised by the Bureau of Agricultural Economics to facilitate all stages of marketing from the grower to consumer. Grading means sorting fruits and vegetables as they come from the orchard or field into groups which differ from each other in quality. Inspecting involves an examination of fruit and vegetable shipments, either at the shipping point or receiving market, to make certain that the produce meets the requirements of a specified grade. Wax models demonstrate the defects permitted within the grades, and serve to promote a uniform use of the grade throughout the country.

Sorting tables are generally used when fruit is graded in orchards. The bottom of this table is slatted so that trash falls through, and inclined so that fruit as it is graded rolls to the lower end where it can be packed in barrels or baskets.

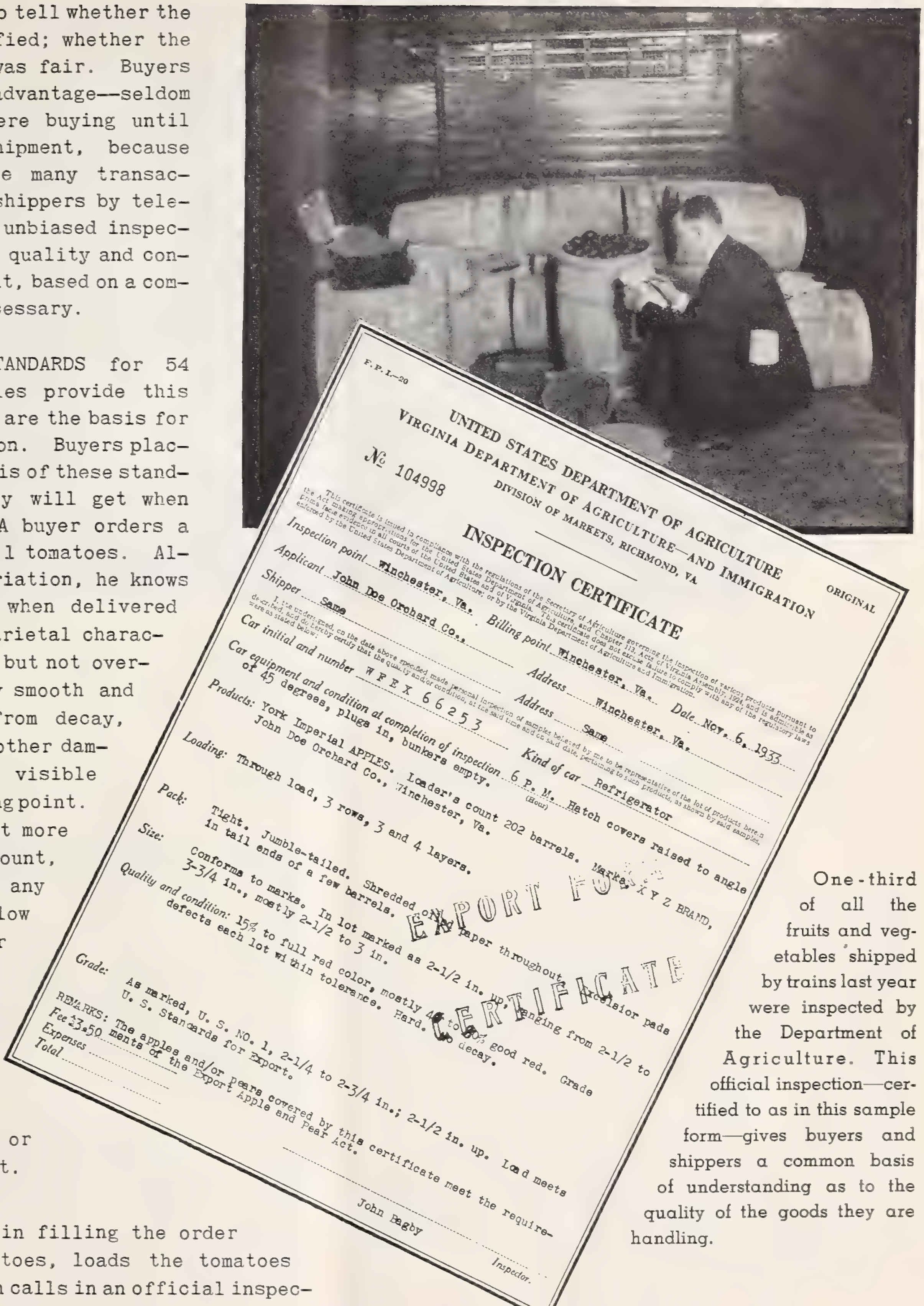
OFFICES for grading and inspecting in 47 large cities are maintained throughout the country. Use of these services is optional, and inspections to certify grade are made only at the request of a financially-interested party--shippers, dealers, railroads. Fees charged for making each inspection--over 300,000 cars anually--including inspections made at shipping points, help to make this service nearly self-supporting.

FRESH PRODUCE TRADE annually directs the movement of more than a million cars of fresh fruits and vegetables on their journey from producers to consumers. Speed is essential, for delayed delivery of so perishable commodities might well mean complete loss of shipment. Delays, due to disputes and misunderstandings over the terms of sale, must be settled quickly.

NEED OF a common language for use in trading, in settling disputes, and for reporting market prices gave rise to urgent requests in 1915 that the Government begin a grading and inspection service. The World War and the necessity of an economical distribution and utilization of food focused attention on this demand.

SHIPPERS--in pre-grading days--were at the mercy of buyers, who, for varied reasons, frequently rejected shipments on arrival, or asked for discounts. Rejections meant delay tying up railroad cars, allowing foodstuffs to spoil. A slump in the market, alleged lower quality than ordered, deterioration and decay in transit, were possible reasons. Shippers, perhaps 2,000 miles away, were in no position to tell whether the rejection was justified; whether the discount asked for was fair. Buyers were also at a disadvantage--seldom seeing what they were buying until arrival of the shipment, because wholesalers complete many transactions with distant shippers by telephone and wire. An unbiased inspection, certifying the quality and condition of the shipment, based on a common language was necessary.

U. S. STANDARDS for 54 fruits and vegetables provide this common language, and are the basis for grading and inspection. Buyers placing orders on the basis of these standards know what they will get when delivery is made. A buyer orders a carload of U. S. No. 1 tomatoes. Allowing for small variation, he knows that the tomatoes, when delivered will have similar varietal characteristics, be mature but not overripe or soft; fairly smooth and well-formed; free from decay, freezing injury, or other damage; and free from visible disease at the shipping point. The grade reads "not more than 10 percent, by count, of the tomatoes in any container may be below the requirements for this grade." If the tomatoes do not come up to this grade when inspected, the buyer has a valid reason for either rejecting or asking for a discount.



F. P. I.—20

UNITED STATES DEPARTMENT OF AGRICULTURE
VIRGINIA DEPARTMENT OF AGRICULTURE—AND IMMIGRATION
DIVISION OF MARKETS, RICHMOND, VA

ORIGINAL

№ 104998

INSPECTION CERTIFICATE

This certificate is issued in compliance with the regulations of the Secretary of Agriculture governing the inspection of various products pursuant to the Act making appropriations for the United States Department of Agriculture, and Chapter 113, Acts of Virginia Assembly, 1924, and is admissible as prima facie evidence in all courts of the United States and of Virginia. This certificate does not excuse failure to comply with any of the regulatory laws enforced by the United States Department of Agriculture; or by the Virginia Department of Agriculture and Immigration.

Inspection point Winchester, Va. *Billing point* Winchester, Va. *Date* Nov. 6, 1933

Applicant John Doe Orchard Co., *Address* Winchester, Va.

Shipper Same *Address* Same

I, the undersigned, on the date above specified made personal inspection of samples believed by me to be representative of the lot of products herein described, and do hereby certify that the quality and/or condition, at the said time and on said date, pertaining to such products, as shown by said samples, were as stated below:

Car initial and number W F E X 6 6 2 5 3 *Kind of car* Refrigerator

Car equipment and condition at completion of inspection 6 P. M. (Hour) Hatch covers raised to angle of 45 degrees, plugs in, bunkers empty.

Products: York Imperial APPLES. Loader's count 202 barrels. Marks, X Y Z BRAND, John Doe Orchard Co., Winchester, Va.

Loading: Through load, 3 rows, 3 and 4 layers.

Pack: Tight. Jumble-tailed. Shredded oiled paper throughout, excelsior pads in tail ends of a few barrels.

Size: Conforms to marks. In lot marked as 2-1/2 in. up, ranging from 2-1/2 to 3-3/4 in., mostly 2-1/2 to 3 in.

Quality and condition: 15% to full red color, mostly 40 to 60% good red. Grade defects each lot within tolerance. Hard. No decay.

Grade: As marked, U. S. NO. 1, 2-1/4 to 2-3/4 in.; 2-1/2 in. up. Load meets U. S. Standards for Export.

REMARKS: The apples and/or pears covered by this certificate meet the requirements of the Export Apple and Pear Act.

Fee $3.50
Expenses
Total

John Bagby
Inspector.

EXPORT FO[illegible]
CERTIFICATE

One-third of all the fruits and vegetables shipped by trains last year were inspected by the Department of Agriculture. This official inspection—certified to as in this sample form—gives buyers and shippers a common basis of understanding as to the quality of the goods they are handling.

A SELLER, in filling the order for U. S. No. 1 tomatoes, loads the tomatoes for shipment, and then calls in an official inspector, trained and licensed by the Department of Agriculture, to certify that the tomatoes meet the U. S. standards. Growers or packers did the actual grading.

ASSUME that the buyer was dissatisfied when the tomatoes arrived in the receiving market. Perhaps he thought they were overripe and soft and would not sell to retailers as first-class tomatoes. Perhaps the market price for tomatoes had stepped down after he placed his order and that by rejecting this carlot, he could buy cheaper from another shipper. So he rejects the shipment. The seller then wires the inspector in the receiving market

[Continued on page 18]

National Bureau of Standards apparatus for impact testing of crockery is another example of testing useful to consumers. Other services of the Bureau are described in the CONSUMERS' GUIDE for July 13, 1936.

Consumer-Farmer Briefs from Washington

CATTLE in 2,923 out of the 3,070 counties in the United States were practically free from cattle tuberculosis in August, according to a report from the Bureau of Animal Industry of the United States Department of Agriculture. These figures are important, for keeping cattle in good health means protecting the health of consumers.

ABOUT 23 million tuberculin tests were made on cattle during the last 6 months of 1935 and the first 6 months of 1936. The same period saw the virtual stamping out of cattle tuberculosis in 493 counties.

GERM of cattle tuberculosis was discovered in 1882. Eight years later the first tuberculin testing began. In 1926 scientists in the Department of Agriculture greatly improved testing methods.

SYSTEMATIC eradication of cattle tuberculosis began in 1917 on a basis of cooperation with States and counties. The great accuracy of the test, and the constant help of cattle owners and State livestock officials, have contributed to the rapid progress of the tuberculosis-eradication campaign.

★

ONE American cow tells her master everything he ought to know about feeding her. This remarkable animal is part of a group of educational exhibits scheduled by the United States Department of Agriculture for the California State Fair at Sacramento.

PHONOGRAPH record, electric pickup, radio amplifier—these three combined give the cow a voice. To her owner she explains the relation between feed and pasture and profitable milk production. She makes it quite clear that she can give a profitable quantity of milk only when she has good materials from which to make it.

LITTLE rooms, representing the cow's bodily organs, contain mechanized devices showing what happens in the "Milk Factory" during the process of changing feed to milk.

★

CONSUMERS in most of the larger American cities can now buy eggs graded according to Government standards, under the supervision of licensed Government graders. Two common grades are U. S. Extras (same as U. S. Retail Grade A) and U. S. Standards (same as U. S. Retail Grade B).

LABELS on cartons of graded eggs always indicate the date of grading. Consumers should observe this date carefully. An egg graded "U. S. Standard" on January first might not deserve the same rating in February.

★

ONE old custom that many consumers are discarding is that of squeezing orange juice at night to serve in the morning. Even if it stands covered in the icebox, such orange juice suffers a considerable loss in vitamin value. The same goes for tomato juice from fresh or canned tomatoes. Exposure doesn't do either of these vitamin-rich juices any good. Squeezed orange juice loses 10 percent or more of its Vitamin C value over night. Tomato juice that stands for several days may have to take a 40 percent loss.

WORKERS at the Bureau of Home Economics went pretty thoroughly into the problems of orange and tomato juices. They conducted chemical analyses and feeding trials on four varieties of oranges from California and Florida, on the fresh pressed juice of tomatoes, and on juice from a brand of commercial canned tomatoes. Chief finding was that orange juice contains from two to three times as much Vitamin C as tomato juice. But in seasons when tomato prices are much lower than orange prices, tomatoes may equal or surpass oranges in the amount of Vitamin C protection per dollar they will furnish.

★

SEASON for meat canning is now at hand, and consumers will find useful information on canning a number of varieties, including chicken, beef, and pork, in a newly revised edition of the Bureau of Home Economics helps to home canners. "Home Canning of Fruits, Vegetables and Meats" is the title of Farmers' Bulletin No. 1762. So long as the supply lasts, the Department of Agriculture will send a copy of the booklet free to anyone who requests it.

AUTOGIROS now aid the U. S. Department of Agriculture in stopping the spread of plant diseases and insect pests. Observers, flying slowly a short distance above the tree tops, can readily spot either diseased trees or host plants of destructive insect pests. It would be very difficult—or even impossible—to run down these infections and infestations from the ground. Aerial scouting has now helped in controlling citrus canker infection, Dutch elm disease, and pink boll worm (a destructive insect pest of cotton). The autogiro can cover effectively many suspected areas in which ground crews could operate only under great handicaps.

★

MARKETING of livestock, poultry and eggs, potatoes, vegetables, and tobacco are among the subjects covered in a statistical report recently issued by the Connecticut Bureau of Markets at Hartford, Conn. This book, "The Marketing of Agricultural Products in Connecticut, 1935", shows that nearly $16,000,000 worth of milk was produced in the State last year, nearly $10,000,000 worth of chickens and eggs, $5,000,000 worth of vegetable products, and $1,500,000 of fruit products. The report further indicates that Connecticut "leads every State in average per acre value of all farm products." Last year's per acre value of Connecticut farm crops was $57.17.

★

HINTS and suggestions on food problems are issued periodically by the Middlesex County Consumers' Council, in conjunction with the Massachusetts Department of Agriculture. A recent release tells about attractive box lunches for school children—how they become more nutritious and colorful when they contain fresh vegetables like cucumbers, tomatoes, and carrots. The report further states that appetizing salad sandwiches can be made with green beans, shell beans, cabbage, and spinach. For beginning or ending a lunch, apples, grapes, pears, and peaches are very tasty. Varying the fruits and vegetables from day to day lends welcome novelty to the noon-hour lunchbox.

★

NEW JERSEY has started a new consumer service—a monthly report on the retail costs of food in the State. Data on food costs will be collected regularly from 400 retail stores in and around Newark and Camden. The reports will give general summaries of price trends, and detailed prices on specified foods.

ON AUTUMN MARKET LISTS

[Concluded from page 9]

potato. Still another shows in dark greenish spots, usually round but sometimes irregular. Dampness is a danger sign in sweetpotatoes, calling for inspection on counts of possible bad handling, freezing, or decay. Sweetpotatoes, like other yellow and orange foods, rank as "excellent" for Vitamin A, and they rate as "good" for both Vitamins B and C, and "fair" for iron besides.

CAULIFLOWER is known to the wise consumer by its "curd" or the flowerets that make up the head. It does not matter what size a head of cauliflower may be, but the "curd" must be white or creamy white, clean, heavy, firm, and compact with the flowers bunched snugly together. Spreading and separating flower clusters are signs of age among cauliflowers. Yellow leaves may mean age if the curd tells the same story, but if the curd looks young the leaves can be yellow from other causes. Speckles, spots, and bruises call for calculations as to waste. Cauliflowers rate as excellent for Vitamin C, good for Vitamin G, and fair for Vitamin B with mineral recommendations including an excellent for calcium and a good for iron.

PARSNIPS have decided friends and enemies among consumers, but not on the basis of food value, for among vitamins their one known contribution is a good supply of Vitamin B, along with a fair rating for iron and a good rating for calcium. Unusual among vegetables, they are at their best only after weathering a good frost. Small to medium are the preferred parsnip sizes, and they should be smooth, firm, and well-shaped so as to avoid the waste that goes with odd shapes and the softness that may mean mere pithy or fibrous roots and may mean decay. Other signs of decay are grey mold and watery soft rot.

HOW CANS COMPARE

[Concluded from page 12]

eliminated. A very tricky pair, widely used in America, are No. 303 and No. 2. These cans look so much alike that from a distance it is hard for the consumer to tell them apart. Yet No. 303 is so much the smaller that it will fit snugly inside of No. 2. You have to open 5 cans of No. 303 to get the amount of food you could get in 4 cans of No. 2. A No. 303 can of string beans, bought for a cent less than a No. 2 can, still keeps the price of string beans 15 to 20 percent higher per pound than it would be in the No. 2 can. This percentage increases when, as sometimes happens, both cans are sold at the same price. And not infrequently, the No. 303 can sells at an even higher price than the No. 2.

PRACTICAL ILLUSTRATION of these points came 3 weeks ago, when a Washington consumer went on a shopping trip for canned peas. Stepping into a corner grocery, she bought 3 different cans, each a well-known brand. One No. 2 can cost 15 cents; another No. 2 can cost 18 cents; the third, a No. 303, also cost 18 cents.

TAKING the cans to the laboratory of the Bureau of Agricultural Economics, the consumer asked that they be officially graded. Government graders then opened the cans and graded the peas for clearness of liquor, absence of defects, uniformity of size and color, tenderness and maturity, and flavor. They found slight differences in quality, but all 3 cans fell within the limits of grade "B". Data obtained by weighing the food in each can and by comparing the prices showed that peas in the 18-cent No. 303 can cost 50 percent more per pound than the peas in the 15-cent No. 2 can, though the quality was about the same. These are facts to remember on shopping trips.

WISE CONSUMERS who want to make a real selection of values for money spent no longer ask at the grocery for "large", "medium", or "small" sized cans. The pertinent question is "How large is large?" and "How small is small?" If you really want to know how much food is in a can, you have to read the label. Net weight in ounces appears on practically every can of food sold in America. If the can says so, you can be sure it contains 20 ounces of spinach, or 10½ ounces of vegetable soup. Otherwise the goods would be subject to seizure under the Federal Food and Drugs Act. The label will guide you better than a guess in revealing how much is in a can.

QUALITY IN FRUITS AND VEGETABLES

[Continued from page 15]

to reinspect the tomatoes. The inspector repeats the process, using the same methods, the same standards, and issues another certificate. If the shipment met the standard, the buyer would have to accept shipment or stand the chance of being sued by the shipper, or of having complaint filed against him for violation of the Perishable Agricultural Commodities Act and possibly losing his license. If the tomatoes graded No. 2 rather than No. 1 the seller would no doubt offer the tomatoes to the buyer at a discount.

INSPECTORS do not arbitrate disputes or make adjustments. They simply make an accurate report to be used by the applicant whenever dependable evidence of quality is necessary. The certificate of grade or condition made out by the inspector is acceptable evidence of grade in any United States court, and is the basis for the settlement of disputes and misunderstandings that may arise, as well as the basis for trade between buyers and sellers. The educational value of this grade certificate is also of importance to the producer since it makes him aware of the qualities in produce that are essential to bring him the greatest possible returns.

A WASHINGTON JOBBER recently bought 150 bags of U. S. No. 1 Irish Cobbler potatoes from a shipper in New Jersey, and on examining the delivery thought that the potatoes were below grade. Many appeared to be smaller than 1⅞ inches in diameter, the minimum size for U. S. No. 1's, and the jobber wanted to reject the shipment.

DISPUTES like this are common. An official fruit and vegetable inspector of the Department of Agriculture stepped in at the jobber's request, and quickly settled the matter. He inspected the potatoes by sample, taking 30 pounds from each of 10 sacks scattered throughout the truck, measuring each potato in the sample with a steel gage. Potatoes which dropped through a hole 1⅞ inches in diameter without forcing were too small to make the No. 1 grade and were set aside in one pile. In another pile he threw the diseased or injured potatoes.

THE INSPECTOR computed the percentage of undersized potatoes by weighing. Three percent were below the minimum size, but they met the standard because the law allows 5 percent to be under the 1⅞ inches minimum. The diseased and injured potatoes were weighed and found to average 2 percent of the sample. The tolerance for defects on U. S. No. 1 potatoes is 6 percent, so the potatoes met the grade in every respect. A certificate mailed to the jobber stated that the potatoes were U. S. No. 1, in good condition. The jobber had no fair reason for rejecting the shipment. The incident was closed without undue delay with a total cost of $2.50 to the jobber.

SETTING UP the standards for grading fruits and vegetables and for inspecting and certifying concerning grade is the job of one section in the Division of Fruits and Vegetables of the Bureau of Agricultural Economics. Standards are the yardsticks which define the grade and which establish the permanency of grades—meaning that a grade shall be of like quality from day to day, month to month, and year to year, or until a change in the standard is necessary. Making these standards to meet the needs of the trade involves continuous research and interviews.

TERMINOLOGY used in fruit and vegetable standards is numerical with the exception of a certain premium grade provided for products of exceptional quality, designated as U. S. Fancy.

METHODS of grading differ, depending among other things upon the size of the product. Apples furnish an illustration of how fruit is sized and graded. In large commercial packing houses apples are sized by machinery. Where sized by hand, grading and sizing constitute one operation. Sizing can easily be done by machinery but only the human eye can pick out defects. Graders know the requirements of the grades being packed, and grading is carefully supervised.

GRADING or sorting tables are used almost exclusively when fruit is graded in orchards and to some extent in packing houses. The bottom of this table is slatted so that trash falls through, and inclined so that fruit as it is graded rolls to the lower end where it can be packed in boxes or baskets. Graders must sort out both defective and undersized fruit, and the actual sorting takes place as the fruit is pushed or rolled along to the end of the table. Since shippers do the grading and stamping, some regulation to prevent flagrant misuse of the grades is necessary. Fruits and vegetables moving in interstate commerce are subject to possible inspection under the Food and Drugs Act.

COPIES of the standard grades are furnished free on request to the Department of Agriculture. Studying these grades gives you an idea of quality as defined by experts, and the defects considered serious.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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Consumers' Guide

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Servicing Rural Consumers

Consumers' Queries and Comments

"ARE VITAMINS lost in the process of drying fruit?" asks a New York reader.

SPECIAL STUDIES of what makes vitamins stay or leave during the course of fruit drying have been in progress for 2 years at the California Experiment Station. Though the results are meant specifically for the producer, they are good tips to consumers who read labels.

METHODS used on various fruits are natural sun-drying and mechanical dehydration, with or without sulphuring.

RESULTS showed that the dehydration-sulphur method would protect Vitamins A and C which would be lost by exposure to air in the sun-drying method. But the same dehydration-sulphur method that protected Vitamins A and C would destroy some of the Vitamin B. Vitamin G seemed to be able to take all methods. The sane conclusion seemed to be to fit the method to the fruit—save the most important vitamin contribution that each fruit makes.

"PEACHES and apricots", the conclusion read, "should be dehydrated and sulphured to retain their excellent natural content of Vitamins A and C, even though their small B content be largely lost. Raisins should not be sulphured, but should be lye-dipped and dehydrated to preserve their good Vitamin B and A content, and should not be counted on for Vitamin C. Prunes should be lye-dipped, not sulphured, and dehydrated also, since their natural endowment is similar to that of raisins. Figs, which are not rich in either A or C, should be unsulphured and either dehydrated or sun-dried. The black Mission figs, however, contain enough Vitamin A to merit dehydration."

"MY BUTCHER sells Government graded beef", writes an Eastern city consumer, "and his U. S. Choice steaks are wonderful. But the other day when I asked him for a Government graded leg of lamb he said that the Government does not grade lamb. Is this true, and, if so, why?"

LAMB stamped with its Government grade is available to retail meat dealers who ask for it in cities where there is a meat grader representing the Bureau of Agricultural Economics of the Department of Agriculture. In the city where this consumer's letter was postmarked, lamb is graded and is distributed by a number of retail stores. Last year nearly 18 million pounds of lamb were graded by Government graders, more than doubling the grading of 2 years ago. But even this total is only a little more than one-half of 1 percent of the beef that went under the grader's stamp last year.

ONE big reason is that there is more beef to be graded on the market than there is lamb. Consumers on the average eat only about one-seventh as many pounds of lamb each year as they do of beef. Only as much lamb will be graded as is demanded by the trade. Consumers may ask for graded beef more consistently because in beef the grades help in selecting tender pieces, while lamb is never over a year old and is more likely to be tender. Also, they ask only for what they know about. Consumers have heard more about graded beef because the service began on beef. As consumers learn more about the other graded meats available on demand, the present sharp upward trend in lamb grading may bring the figures up into comparable range with those on beef.

"IN your article 'Science at Consumers' Service' there was a report of the check on tomato juice and tomato juice cocktail for Vitamin C that had been done last year in certain experiment stations", a consumer writes.

"I canned more than 50 quarts of tomato juice last year for my family of five", she continues, "so I have a natural interest in learning whether home canned juice has as much Vitamin C as commercial juice."

ANSWER to that query seems to depend on the method of canning. Experiments carried on in the Massachusetts Agricultural Experiment Station in 1935 showed that sieved juice canned in the laboratory could compare favorably with the best commercial juice they tested. But when the tomato juice had been concentrated to half its volume by open kettle boiling, a pint of the concentrated product had no more Vitamin C than a pint of the original juice from which it had been reduced, which showed that half the vitamin potency had been lost in the cooking necessary to reduce the juice by one-half.

KEEPING the Vitamin C is one of the goals of the methods for canning tomato juice in the new revised canning bulletin of the Bureau of Home Economics. Consumers may have free copies as long as the supply lasts by sending requests for Farmers' Bulletin No. 1762, "Home Canning of Fruits, Vegetables, and Meats", to the Department of Agriculture.

Servicing Rural Consumers

The home agent and the rural consumer work together to solve farm home problems.

State and Federal Governments help 350,000 organized farm women study better buying and budgeting technique.

WIDE-AWAKE housewives eager to become better homemakers appreciate information helping them to reach this goal. Rural homemakers—350,000 of them in 1935—sought and found answers to many of their food, clothing, and home buying problems. They got the answers with the help of their home demonstration agents, field workers of the Agricultural Extension Service, jointly supported by State and Federal Governments.

LAST YEAR 125,000 rural families saved on food money by putting into practice some of the tips to better buying learned from their group study. Over 100,000 families used better methods in buying clothes. About 50,000 farm women were more careful buyers of home equipment and home furnishings. These women arranged their own programs on better buying, led their own discussion groups, made their own buying tests and observations. Now they can measure the importance of reading all labels, buying by grade rather than by guess. They see for themselves how small savings add up to solid sums.

URBAN CONSUMERS, whose tracks seldom cross those of extension workers, know little about these many activities so familiar to America's 6,500,000 rural families. For 22 years the Federal Government has been servicing these rural consumers through the Agricultural Extension Service which was created by the Smith-Lever Act passed in 1914.

FUNDS for the support of this work come from both Federal and State Governments. Last year these funds totaled about $28,000,000 --$17,000,000 of which came from the Federal Treasury. States and Territories supplemented the Federal funds with $11,000,000 of their own money. The total supports the entire extension service including the maintenance of the division of administration, the necessary professional and clerical staff in Washington, over 2,000 State

Rural homemakers who lack the educational opportunities of their urban cousins get expert assistance from the home demonstration workers of the State and Federal Governments.

supervisors and subject-matter specialists, and about 6,000 county workers.

COUNTY WORKERS include 3,900 county agents and 1,900 home demonstration agents. These field workers of the extension service carry the results of research in agricultural production and home economics from Washington and the State Agricultural Colleges back to the farm men and women who need and use this information.

HOME DEMONSTRATION AGENTS, trained in the problems of the rural home—home planning, homemaking, child care and training, health, and home beautification—help farm women and girls to solve their many problems. These agents, jointly employed by the County, State, and Federal Governments, have headquarters at the county seat. From here they contact rural homemakers through local groups which the women themselves create.

LOCAL GROUPS have from 12 to 25 members, and last year about 900,000 women belonged to 43,000 organized home demonstration clubs. Meeting the women in groups, the home demonstration agent is able to assist a majority of the 2,500 families living in the average rural county.

LEARNING by doing is the teaching method used by the home demonstration agent. The housewife learns to bake good bread by seeing good bread baked rather than by reading a recipe. This principle of self-help and group activity brings the rural homemaker into close partnership with the home demonstration agent. The women determine the projects to be studied, plan the program, and assume the responsibility for carrying it out. The home agent furnishes technical assistance; informs each group of the activities and progress of other groups in the county; and provides exhibits used in connection with the meetings held at regular intervals in farm homes throughout the year.

Child care and training (above) and making new furnishings from old (right) are work projects popular with rural homemakers.

PROGRAMS of these groups are not always the same. At the beginning of each program year women of the various groups plan the course of study to be followed during the year. They arrange the program in view of their own particular group interests. One group might limit its program to one type of homemaking activity such as a study of clothing. This project would then include the selection and purchase of clothing materials, the care and use of sewing machines, how to use patterns, the selection of ready-to-wear garments, and learning ways to stretch the clothing dollar. Another group might center its program around a variety of subjects. Reducing food costs, the selection and preparation of food to get good nutrition, beautifying the home grounds, making new house furnishings from old, arranging the kitchen, training and care of children are typical subjects concerning which women want more information.

FARM WOMEN lay aside their regular work for one afternoon a month and attend the meetings. They discuss the results of the last instruction, compare notes on accomplishment and difficulties encountered, and then proceed to the topic of the day. Volunteer local leaders who are members of the group assume the responsibility for different phases of the program. One directs the work in foods and nutrition and another the work in clothing or home management. They receive special training from the home-demonstration agents. The home agents in turn receive special and timely assistance from State supervisors. These State leaders or specialists are experts each working in a specific field such as foods, clothing, home management, or child care and training. In some States these specialists work directly with the women rather than with local leaders. Federal leaders and subject-matter specialists aid the State specialists in a similar manner, working towards a common objective--raising the level of home and community life and culture.

BETTER BUYING PROJECTS have proved popular with these rural homemakers since 1930. Underlying this work was the thought that consumers should be willing to study their jobs, and that, unless they were willing to arm themselves with facts to defend their rights and interests, they might expect to be victims of their own indifference. Specific aim of the projects as set up by the various local groups was to discover guiding principles to wise spending--to get a dollar's worth from every dollar spent. The women believe that they get big wages for the time spent. They not only save money but derive satisfaction from being better homemakers. "Money saved is money earned", they say.

LAST YEAR Pennsylvania farm women studied the careful buying of clothing materials and ready-made garments. They considered the wise choice of new materials, the construction of new garments, and the remodeling of old garments

Wise buying of home equipment was one of many lessons rural consumers learned to help offset the declining farm income of 1930.

to be the essentials of clothing thrift. A State clothing specialist discovered through working with extension groups that the average homemaker has a meager knowledge of textiles needed and would welcome definite textile information.

SPECIALISTS at the State college issued a series of leaflets to meet this need including suggestions for buying wool, silk, synthetics, cotton, and linen. These leaflets were then used by 1,700 women who studied the various fabrics, learned to distinguish simple weaves and to use tests in identifying fabrics. Now these women are wiser buyers, and are able to select more accurately what they want. They know that a fabric serves different uses and they buy accordingly.

"TEXTILES WE BUY AND USE" was the title of the clothing demonstration carried out by homemakers in Tulare County, California, last year. This demonstration included a brief discussion of the characteristics of the different fibers; simple tests such as burning, lye, and acetone to determine the different fibers; how to judge textiles for quality and durability considering such points as thread count in cottons, weave, sizing and dressing, fast color, and laundrying, and the importance of labeling, reading the label and requesting information in regard to quality.

HOMEMAKERS in Oregon developed an economy hosiery buying project. With the aid of a clothing extension specialist and the local home demonstration leader members of the group checked the points to watch when buying hosiery. They looked for a runstop at the bottom of the hem, full-fashioned marks at calf, pure thread silk, full-fashioned from toe to tip, lisle hem at least 3 inches deep, French heel reinforced, lisle plaited foot, ankle stretch of 7 inches, extra thread forming the toe block, smooth joining of heel and foot seam, and the length of the hose.

RURAL women in 20 New York State counties included a study of food buying methods in their home demonstration programs last year. Home demonstration agents from the counties first taking up this project attended a 5-day school given at the State Agricultural College. Following this school the agents trained local leaders to teach this work to the women of their communities. "Read the weight on the label", "compare the cost of buying various quantities," "count the cost of things you make at home", a study of canned goods, and the use of newspaper and magazine advertising by the consumer were among the subjects studied. Most popular subject was on canned foods, and housewives composing the various groups bought and graded canned products to determine the relationship between price and quality.

HOUSEWIVES enrolled in these study groups often make tours through factories, watch manufacturing processes involved in producing beds, mattresses, soap, clothing fabrics. Department-store executives showed a willingness to cooperate and arranged demonstrations designed to help women become better shoppers. The women learned to ask more intelligent questions when buying making it possible for the sales clerk to more adequately provide for their needs.

BASIC to the development of better buying methods is the need for keeping house-

[Continued on page 18]

A *Tip* to Poultry Consumers

Watch poultry prices in November, is market experts' advice to consumers. Drought-induced shipments to markets may mean better consumer prices.

NOW is the season when poultry marketings normally are heaviest. This year, for special reasons, they are even heavier than usual.

REASONS for heavy marketings this fall are many and varied. First, commercial chick hatchings showed a 25 percent increase for the first 6 months of 1936 over the same period in 1935. Then, drought-boosted feed costs forced farmers to sell off many young chickens, some of which they might have kept as egg layers for next year. As a result, dressed poultry receipts in the Nation's major markets this August were 60 percent higher than last August. In September they were 30 percent higher than the same month a year ago. More poultry than the markets could absorb kept coming in; much of it went into cold storage. On October 1, 82 million pounds of poultry were in storage, more than twice the amount for October 1 a year ago, and the highest figure on record for this date.

SUPPLIES such as these should mean lower prices to consumers in October and November. December ordinarily is the bottom price month in consumers' poultry calendar, but with the year's chief marketings coming earlier and heavier than usual, the low point in retail prices may move forward from December to November. Consumers should watch their markets closely. Price per pound may be from 3 to 6 cents lower than last fall's.

RECEIPTS of dressed poultry in the four principal markets—New York, Chicago, Boston, and Philadelphia—for the 3 months of November, December, and January usually come close to equaling total receipts in those markets for the remaining 9 months of the year. But chicken has been an all-year-round market staple for so long that many consumers never think of it as a seasonable food. Yet it is a seasonable food, and prices on different kinds of poultry would be prohibitive a large part of the year were it not for the highly efficient development of cold storage. Millions of birds every year make their way to cold-storage plants where they can be kept in prime condition for months. With both fresh and cold-storage poultry on the market, consumers can be sure of a fairly constant supply of birds of many types. Usually cold-storage supplies are heaviest during those months of the year when fresh supplies are lowest.

AVERAGE stay of poultry in storage lasts from 4 to 6 months. In a modern warehouse under ideal conditions poultry can be stored from 9 to 12 months with

Americans eat far more chicken than any other kind of poultry. After chicken comes turkey, and then, in order, goose, duck, and guinea fowl.

no material loss in food value or general wholesomeness, and without excessive loss of flavor. Many consumers would have difficulty in detecting, by taste, a difference between fresh-dressed poultry and that stored 5 or 6 months and then properly thawed.

GOOD young May broilers if kept alive become fryers in July, roasters in November, and stewers or stags in February or March. But a chicken dressed and frozen either as a broiler, fryer, or roaster—if properly stored—retains its fine qualities for many months and allows variety on our tables from January to December. Fresh poultry in season, storage poultry at other times, is a good rule for economical consumers.

BUYING fresh poultry wisely and economically is a fairly simple job, if consumers come to market understanding a few simple points about poultry types, seasons, and quality.

This bird shows an official grading tag used by graders from the Bureau of Agricultural Economics.

BROILERS are plentiful and cheap in May, June, July, and August. They are young, have tender meat, and generally weigh 2½ pounds or less after being bled and plucked, but not drawn. Small sizes, from 1 to 1½ pounds, are known as "squab broilers." Usual size of a single serving is ½ squab broiler or ¼ full size broiler. These birds are sufficiently soft-meated to be cooked by broiling.

FRYERS abound from July through October. A little older and heavier than broilers, they are also a little more meaty. A "dressed weight" fryer is undrawn, has its head and feet still on, and weighs 2½ to 3½ pounds. Chickens when ready to cook weigh about 20 percent less than "dressed weight" and 30 percent less than live weight. Good broilers and fryers should have rounded, full-fleshed breasts, and should be free of pin feathers, bruises, and scars.

ROASTERS, from 6 to 9 months old, are in season from September to January and weigh from 3½ to 8 pounds. A good roast chicken should be well-fleshed, with round and plump breast. Rear end of breast bone is flexible in younger roasters, fairly rigid in older ones. Skin is yellow or white, depending on breed. Meat is soft enough to be cooked by roasting. A 4-pound roasting chicken when stuffed and roasted should serve 6 to 8 people.

DECEMBER, January, and February are the months for capons, unsexed male birds of fine and tender flavor. You can sometimes spot a capon on the market by the "capon pick"—only a part of the feathers are removed. Fat in capons is generally marbled or worked through the lean flesh tissue. These fancy birds with plenty of meat on the bone usually weigh from 6 to 9 pounds, and are from 7 to 10 months old.

PULLETS, young hens about ready to lay eggs, appear on the markets in fall and winter months, and weigh 3½ or 4 pounds. They are a little more tender than males the same age.

STEWERS or fowl, over-a-year-old hens, are marketed chiefly from December to June. They should be simmered or stewed in "moist heat", because their flesh is a bit tougher and stringier than young chicken. If a pot-roasted stewer is big enough, or the family eating it small enough, there should be left-over meat which can be used for curry, fricassee, chicken pie, croquettes, chicken shortcake, creamed chicken, or chop suey. Bones and broth are always good for soup.

STEWING chickens are best for canning. Long cooking during the canning process makes them tender. Besides being more meaty than broilers and fryers, stewing chickens have a better flavor and texture in canning. Bulletin 1762F, distributed free by the Bureau of Home Economics so long as the supply lasts, gives full information on canning chicken at home.

MEATY breast and thighs, and a clean, smooth skin are the general marks of a good bird. Slightly torn skin, however, doesn't necessarily mean poor quality. Sometimes it merely indicates very tender flesh.

"FRESH-KILLED" chickens can be had from dealers who maintain facilities for keeping live chickens on hand, slaughtering and dressing them from day to day as needed. "Fresh-chilled" poultry is fresh-dressed near the producing point and frozen only long enough for it to be brought to market in good condition. Big city markets handle a large volume of the fresh-chilled type.

Much dressed poultry is shipped to market in boxes carefully wrapped and packed.

SOME live poultry is shipped from farms to urban centers by rail, express, or truck. In the cities, these chickens are slaughtered, sometimes according to special rites, and sold to consumers by live weight or dressed weight. Most poultry, however, is killed and dressed at plants near producing centers and then shipped under refrigeration by rail, either to market or to cold storage.

STUDY of poultry prices reveals numerous facts about poultry marketing. Prices paid to producers depend on many factors—the season of the year, the general supply, current wholesale prices in the larger consuming markets, competition of buyers, and number of outlets available. Other points are the distance to market, quality of product, reputation of a particular section on the quality of its poultry products, and special market demands.

WHOLESALE prices depend upon the supply of fresh poultry available, the quantity in storage, any temporary shortages or unusually heavy receipts, probable demand, and reports or opinions as to probable future production.

ACTUAL advances charged by retailers vary, but the level of wholesale prices at different seasons and the grade of product are generally significant factors in retail price. Though usually governed by wholesale prices, retail prices do not move up and down as frequently or as rapidly as wholesale prices. In the long run, however, the purchasing power of consumers is one of the most important factors influencing poultry prices.

WHITE or dark, poultry meat differs little from other lean meats, from the standpoint of composition and nutritive value. Since proteins in poultry meat contain all the amino acids needed for building body tissues, and are well assimilated by the human body, poultry meat is an efficient protein food. Poultry meat is also a good source of iron and phosphorus, but it is low in calcium. Its vitamin content probably varies with the feed of the poultry, though generally poultry is valuable as a source of Vitamins B and G. Liver and other glanular organs, richer in iron than other parts of the meat, are perhaps higher in vitamin content. Younger birds have less fat than older ones, but the amount of fat—like flavor and other qualities of the flesh—varies with the bird's feed and exercise. Stronger bone structure and healthier birds result from use of cod liver oil which producers have been adding to poultry feed during recent years.

GOVERNMENT inspection of poultry, a voluntary service, has been in effect for several years. The service started shortly after a large American packer wanted to market a canned poultry product in Canada. Authorities there informed him that his canned goods would have to pass the same requirements as Canadian canned

[Concluded on page 19]

Consumers' Bookshelf

We begin here a series of references—to be continued in subsequent issues of the CONSUMERS' GUIDE—to books, pamphlets, and other printed and illustrative material of value to teachers and leaders of consumer study groups. The mention of any material in this list does not imply an endorsement of the point of view of the author by the CONSUMERS' GUIDE.

CONSUMER BUYING IN THE EDUCATIONAL PROGRAM FOR HOMEMAKING. Vocational Education Bulletin No. 182. 205 pp., 1935. Contains suggestions for teachers of homemaking in both secondary school and adult classes. Well organized bibliography. Address: Superintendent of Documents, Washington, D. C. 20¢.

CONSUMER PACKET, AMERICAN ASSOCIATION OF UNIVERSITY WOMEN. Contains Scientific Consumer Purchasing, a 64-page study guide on buying problems and recent developments in production and distribution which affect the consumers' interest. Also included is a collection of pamphlets, leaflets, and magazine reprints on consumer problems. Address: American Association of University Women, 1634 Eye Street NW., Washington, D. C. $1.25.

CONSUMER EDUCATION NEWS LETTER. A news letter on materials for consumer education available to teachers as a result of a joint project of the American Home Economics Association and Phi Upsilon Omicron. Mailed each month during the school year. Address: American Home Economics Association, Mills Building, Washington, D. C. $1.

CONSUMER BUYING, SUGGESTIONS FOR GROUP PROGRAMS. 40 pp., 1936. Contains brief comments and bibliography organized under the following headings: 1. Consumer Aids in the Present Market, i. e. (a) the retail store, (b) advertising, (c) brands, (d) grades and specifications, (e) labels, (f) testing laboratories, (g) government aids. 2. Buying Foods. 3. Buying Textiles and Clothing Equipment. 4. Buying Dry Cleaning and Laundering Services. Address: American Home Economics Association, Mills Building, Washington, D. C. 25¢.

OUR HOMES, by Ada H. Arlitt. See pages 87-103 for chapter, The Education of the Consumer, by Miss Rosamond Cook, of the University of Cincinnati. Address: National Congress of Parents and Teachers, 1201 Sixteenth Street NW., Washington, D. C. 50¢.

CONSUMER PURCHASING—SUGGESTIONS FOR CLUB PROGRAMS, by Evelyn Roberts. 20 pp. Address: Department of Home Economics, State College of Washington, Pullman, Wash. 10¢.

SUGGESTIVE MATERIAL FOR TEACHING CONSUMER BUYING IN SECONDARY SCHOOLS, by Hazel McKibben. 43 pp. August 1935. Address: Home Economics Division, Iowa State College, Ames, Iowa. 35¢.

CONSUMER BUYER EDUCATION. Memorandum for Home Economics Teachers. 21 pp. Address: New Jersey Department of Public Instruction, Trenton, N. J.

HOW CAN THE BUYER GET HIS MONEY'S WORTH, by R. K. Froker and M. P. Anderson. A group discussion outline. Address: Rural Sociology Department, College of Agriculture, Madison, Wis.

CONSUMERS' PROJECT LIST OF FREE PUBLICATIONS AVAILABLE FOR LIMITED DISTRIBUTION, January 1936. Address: Consumers' Project, Department of Labor, Washington, D. C. Free.

OUTLINE AND BIBLIOGRAPHY OF A COURSE IN CONSUMERS' PROBLEMS, by Dewey H. Palmer. 11 pp., 1932. Address: Consumers' Research, Inc., Washington, N. J. 10¢.

SURVEY OF TWENTY-NINE COURSES IN CONSUMPTION, by Henry Harap. Bulletin 42. 8 pp., 1935. Address: School of Education, Western Reserve University, Cleveland, Ohio. 10¢.

GOVERNMENT PUBLICATIONS OF USE TO CONSUMERS. (A bibliography.) 20 pp., 1934. Address: Superintendent of Documents, Washington, D. C. Free.

SOURCES OF INFORMATION ON CONSUMER EDUCATION AND ORGANIZATION. Address: Consumers' Counsel Division, Agricultural Adjustment Administration, Washington, D. C. Free.

SOURCES OF INFORMATION REGARDING COOPERATIVES. Address: Consumers' Counsel Division, Agricultural Adjustment Administration, Washington, D. C. Free.

BUSINESS EDUCATION AND THE CONSUMER. Address: Southwestern Publishing Co., Cincinnati, Ohio. 50¢.

OUTLINE AND BIBLIOGRAPHY FOR THOSE INTERESTED IN CONSUMER EDUCATION, By Ray G. Price, Gary Public Schools, Gary, Ind. Order copies of Mr. Price's outline from Business Education World, 270 Madison Avenue, New York, N. Y. 40¢.

MONEY MANAGEMENT AND THE SCHOOLS, by Kenneth Haas. A magazine article appearing in the Junior-Senior High School Clearing House. December 1935. Page 222 gives topical outline for a course in problems of the consumer.

THE SCHOOLS AND THE CONSUMER, by Ray G. Price. A magazine article appearing in the Journal of the National Education Association, published at 1201 Sixteenth Street, NW., Washington, D. C. February 1935. Page 48.

OUTSTANDING SYLLABI IN CONSUMER EDUCATION

STUDIES IN PROBLEMS OF THE CONSUMER, by Kenneth B. Haas. 123 pp. The syllabus is used in Dr. Haas' class in consumer education at Bowling Green Business University. Chapter units are made up of a brief introductory statement, references, questions on the readings, list of report topics, and comprehensive problems. Address: Bowling Green Business University Book Store, Bowling Green, Ky. $2.

CONSUMERS' PROBLEMS, by Edwin L. Clarke. 48 pp. This syllabus uses Brindze—How To Spend Money as a basic text. Address: Treasurer of Rollins College, Winter Park, Fla. 25¢.

INSTRUCTIONAL UNITS IN CONSUMER BUYING. No. 1, Introduction; No. 2, Buying of Foods; No. 3, Buying Home Utilities. Others in the course of preparation. For use in secondary schools. Address: California State Department of Education, Sacramento, Calif.

SYLLABUS OF COURSE IN CONSUMER EDUCATION, by Burrell, Frembling, and Tumwalt. 38 pp. Compiled for use by the Commercial Department of Lodi Union High School. Contains only bibliographic material organized by topics for a class in consumer education. Address: L. Robert Frembling, Lodi Union High School, Lodi, Calif. 50¢.

KEEPING UP WITH CONSUMER NEWS

FEDERAL TRADE COMMISSION PRESS RELEASES. Address: Federal Trade Commission, Washington, D. C. Free.

NOTICES OF JUDGMENT, FOOD AND DRUG ADMINISTRATION. Address: Food and Drug Administration, Washington, D. C. Free.

NATIONAL CONSUMER NEWS. Address: National Consumer News, 509 Fifth Avenue, New York, N. Y. $1 per year.

CONSUMERS' RESEARCH BULLETIN. Address: Consumers' Research, Washington, N. J. $3 per year.

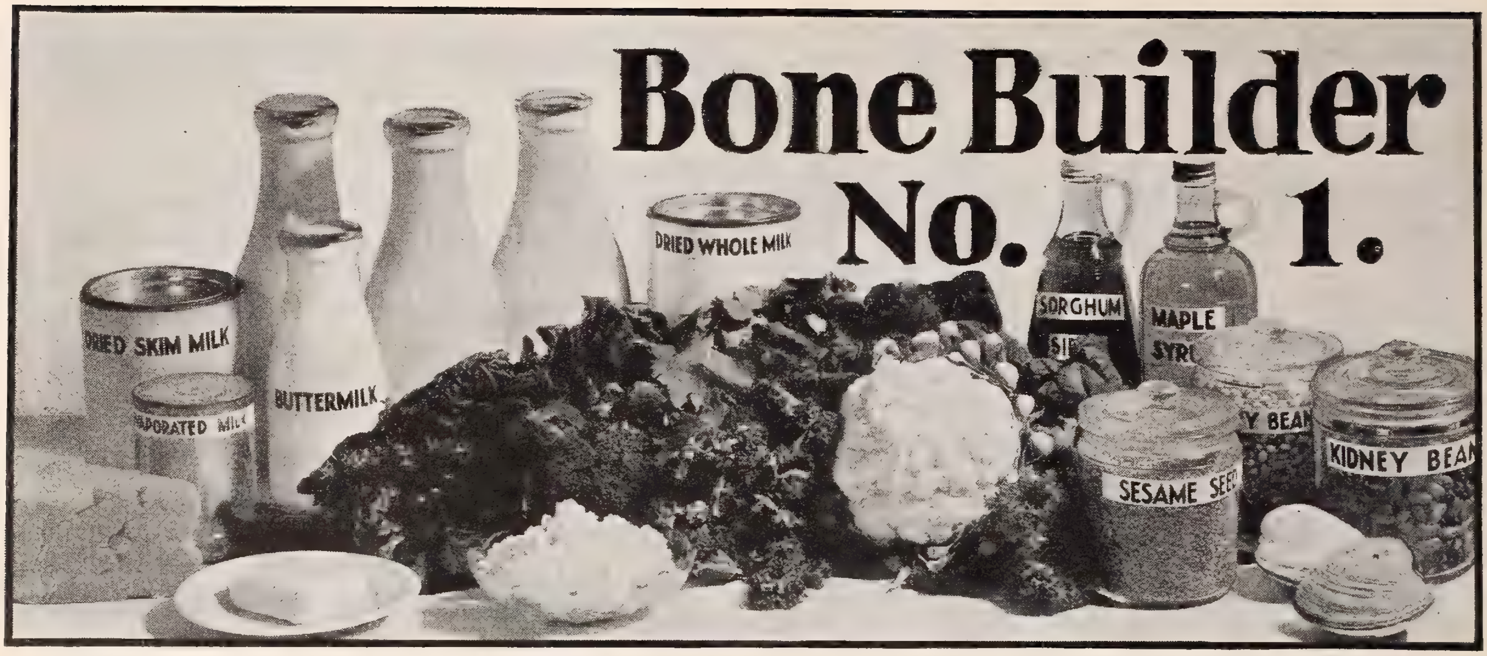
CONSUMERS' UNION REPORTS. Monthly. Address: Consumers' Union of the United States, Inc., Room 1435, 22 East Seventeenth Street, New York, N. Y. $1 per year.

CONSUMERS' COOPERATION. Address: Consumers League of the United States, 167 West Twelfth Street, New York, N. Y. $1 per year.

A FOREIGN REFERENCE BOOK

THE INTELLIGENT WOMAN'S GUIDE TO SHOPPING. 63 pp. Address: The Retail Trading Standards Association, 7 Park Lane, London, England WI. Gives the retail standards followed by members of the above association Charge: Three pence. Send money by international money order, available at your local post office.

Bone Builder No. 1.



Early in the game of nutritional hide-and-seek, small laboratory animals helped demonstrate calcium's part in healthy bone formation.

MOST PEOPLE would admit that bones and teeth are important to us. Whatever will give them size, shape, strength, and stability deserves a place on our good books. As No. 1 bone-builder, calcium is a headliner on the list.

MINERALS do a double job. First, they form an actual part of the structure of the different parts of the body. Besides this, they share with water and vitamins the job of regulating and coordinating all the complicated processes of the body. Activities like muscular contraction, nerve response, digestion, blood coagulation, even breathing, depend on minerals for direction and stimulation.

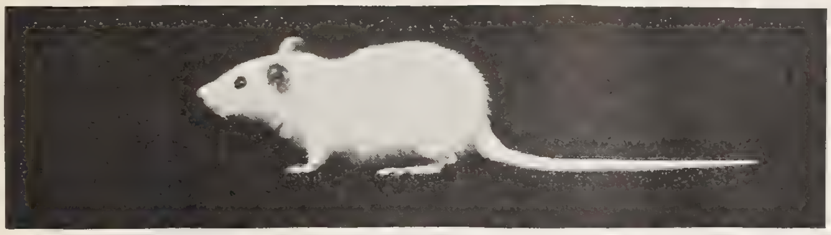
BAREST TRACES of some minerals are there, yet the work they do could not be done by any other element. Iodine, tremendously important to body balance, amounts to only one ten-thousandth of a pound in the structure of a 140-pound man. Minerals like fluorine, silicon, manganese, and copper are there in even more minute amounts. But calcium is the real heavyweight of the mineral family. A 140-pound man carries an average of 2 pounds of calcium, almost all of it in his bones.

MOST IMPORTANT of all the body's building materials, calcium is the food factor on which diets are most likely to go short. Figures from many studies point to the same stark fact: That more diets, city and country, are deficient in calcium than in any other one known food element.

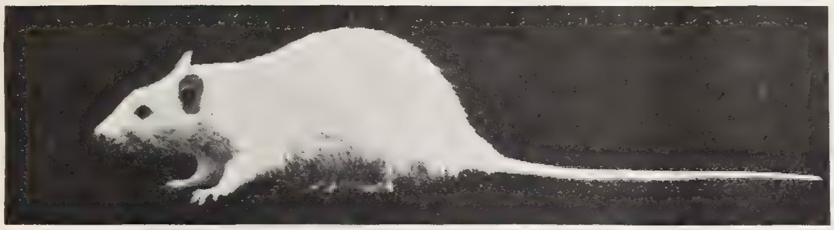
HANDICAPS inflicted on the body by calcium shortages have shown up in studies of experimental animals in laboratories. In one test to show the difference between the effect of calcium shortage and protein shortage, two rats of the same litter were fed normally to the age of 4 weeks, then started on different diets. One did not get enough protein, the other got food that lacked calcium. Both turned out to be stunted, for protein and calcium are both needed for growth. (See "Body-Builders", CONSUMERS' GUIDE, Sept. 7, 1936.) But the animal that went short on protein and had plenty of calcium had better general health, his bone structure developed somewhat better and compared to his brother on the calcium-short diet, he was sleek and better-shaped. But a real picture of the effect of the calcium shortage shows up when you compare the growth record of the rat which went short on calcium with the growth record of one of the "control" animals which continued to eat everything needed all through the test. When both were 16 weeks old, the normally fed animal weighed three times as much as his brother who had gone without calcium. Besides being smaller, the calcium-deprived rat was weaker, his bone structure was

YOUNG CONSUMERS PAGE

Rats from the same litter, 22 weeks old



This rat did not have enough calcium. It weighed 91 grams.
Note the short, stubby body, due to poorly formed bones



This one had an abundance of calcium, and weighed 219 grams.
Its bones were well formed

deformed, his fur was rough and thin, and he suffered from other ailments.

ANOTHER TEST took twin brother rats with exactly the same background, fed one twin on meat, wheat, and milk; fed the other only the meat and wheat. The twin getting milk grew up into a normal healthy rat. The other's skeleton was so small and misshapen that some people looking at photographs might think that the two were different animals. The researchers gave credit to the calcium in the milk given to the rat on the better diet.

MILDER shortages of calcium, continued over a long time, may do just as much damage in the long run as severe shortages do quickly. It may be the following generation that suffers, according to the results of another experiment. The researchers took a set of twin sisters and a set of twin brothers, mated them into two pairs with exactly the same background in every way. They fed one pair a diet with one part dried whole milk to two parts ground whole wheat. The other pair got only one part milk to nine parts wheat. These first pairs did not seem so very different. They grew up and both had families. But the differences showed up in the young which continued on the same diet that their parents had had before them. The young in the families that had more milk were as much bigger and better formed than their cousins in the families with less milk as one twin brother outranked the other in the test described above. Again the calcium in the milk was given the major credit, though there were other factors that could have entered in along with it.

FOODS RICH IN CALCIUM

- Almonds
- Beans, common or kidney, dry or fresh, shelled; also snap or string
- *Beet greens
- *Broccoli, sprouting
- *Buttermilk
- Cabbage, green
- *Cabbage, Savoy and nonheaded
- *Cabbage, Chinese, nonheaded varieties
- Carrots
- *Cauliflower
- Celery
- *Chard
- *Cheese, Cheddar or American
- Cheese, cottage
- *Cheese, Swiss
- Chickpeas
- Chicory, leaves
- *Clams
- *Collards
- Cottonseed flour
- Cream
- *Dandelion greens
- Dock or sorrel
- Eggs, whole
- Egg yolk
- Endive
- Figs, fresh or dry
- Hazelnuts
- *Kale
- Kohlrabi
- Leeks
- Lettuce
- Lobster
- Maple sirup
- *Milk, whole or skimmed; evaporated, condensed, and dried
- Molasses
- *Mustard greens
- Okra
- Oysters
- Parsnips
- Romaine
- Rutabagas
- *Sesame seed
- Shrimp
- Sorghum sirup
- Soybeans
- Soybean flour
- Spinach
- Spinach, New Zealand
- *Tendergreens
- Turnips
- *Turnip tops
- Watercress

* Excellent.

OBSERVATIONS of children bear out the same conclusions that came out of the laboratory experiments on animals. One careful study of children from 3 to 14 years old showed that "the best utilization of calcium was found when approximately a quart of milk a day was included in a simple mixed diet." The scientist who made the study concluded that "though an occasional child might do as well with 750 grams (about 3 cups), it is plain that on the average (and therefore doubtless for most children) an allowance of 1,000 grams, about one quart, of milk per day gives distinctly better results."

VEGETABLES provide calcium, too, but one

[Concluded on page 19]

Consumer-Farmer Briefs from Washington

Two new wings have been added to Agriculture's headquarters in Washington. Now nearing completion, the South Building occupies two whole city blocks.

VIRGINIA consumers may soon be buying canned tomatoes inspected and graded by the Virginia Division of Markets. That Division has recently issued rules and regulations covering such inspecting and grading, and permitting the use of a State trade mark on canned tomatoes.

LABELS will show an outline map of Virginia, the words "Quality Certified-Virginia Division of Markets", and the grade of the tomatoes: Grade A-Fancy, Grade B-Extra Standard, or Grade C-Standard.

GRADES used are the same as those issued by the Bureau of Agricultural Economics of the U. S. Department of Agriculture. Costs of the grading service will be borne by the canners who use it. A number of packers are using the service this season.

★

REVERSING for one issue its usual policy of writing from the point of view of producer and distributor, a poultry and egg trade journal recently devoted an entire number to consumers. Among the guest contributors to the special issue were a chef, a dietitian, a food editor, a housewife, a nutritionist, a restaurateur, and a teacher—all leaders in their respective fields. Giving consumer representatives a chance to express themselves has brought the industry a better understanding of consumer needs and desires with regard to egg and poultry products.

★

CORN and cotton will not grow in winter, even in the South, but farmers can get the cash equivalent of a winter crop by increasing the yields of their summer acreage, the Department of Agriculture is proving.

LEGUMES will do the trick. A legume crop grown in fall and winter, and plowed under in the spring, will make the same land planted to corn or cotton yield enough more grain or lint to make the equivalent of a winter cash crop. Studies by scientists of the Bureau of Agricultural Economics and the Bureau of Plant Industry recently led to these conclusions.

CORN which followed a winter legume on farms in Alabama, Georgia, and the Carolinas yielded, on an average, 14 bushels an acre more than corn on fields that had lain bare during the winter. The 14 bushels per acre could really be considered the corn yield of the winter legume.

COTTON following a winter legume yielded about 100 pounds more lint per acre than cotton on similar fields that had stood bare in winter. The cotton yield of the winter legume was this 100 pounds.

OTHER advantages pile up for the farmer who plants legumes. Winter legumes not only prevent erosion and improve the soil, but they make cultivation easier and furnish a certain amount of winter pasture for livestock. In the short run and the long run, these points mean more cash for farmers.

★

TURKEY hens now work from 12 to 14 hours a day on some electrically lighted turkey farms. Artificial lighting, now used for many years to stimulate egg production in chicken laying flocks, seems to be successful with turkeys too.

GROWERS in the North, with the aid of these electric lights, can now obtain enough hatching eggs from their flocks to produce early poults. Eggs for this purpose had heretofore to be brought in from the South. But for a large yield of fertile eggs, growers have to house their turkey hens comfortably during the winter. Survey by a poultry specialist in the United States Department of Agriculture shows that in some instances turkey eggs produced under lights in open-front sheds have been only 30 percent fertile.

★

NEW use for cornstalks may emerge from recent experiments which turned stalks into a hard, dense board resembling grainless wood. Applying resin or paraffin increased the board's natural resistance to water.

CHEMISTS have also been talking about producing light and power from cornstalks. Experiments on this phase of science, however, are thus far only preliminary. These new uses for an old waste product may eventually mean a definite boost in possibilities for farm income.

★

SPECIAL breeding work at the West Virginia Experiment Station has produced hens with a useful laying life of 5 years, and a record of 1,000 eggs during that period. The "standard" hen thus far has been considered satisfactory if she has a 2-year laying life with 200 eggs a year. High-yielding poultry strains are brought about by matching birds possessing the right hereditary factors.

★

COOLING EGGS promptly after gathering boosts their quality and their value, but refrigeration in midsummer often becomes a serious problem, especially when it has to be done on a fairly large scale. One step toward easing the problem may come from recent tests at Kansas State College, where egg experts have found that a ventilated egg cooling cave, by keeping eggs up to their original high quality, adds about a dollar a case to their value. Such a cave can cut 18 degrees from outdoor temperatures in July.

★

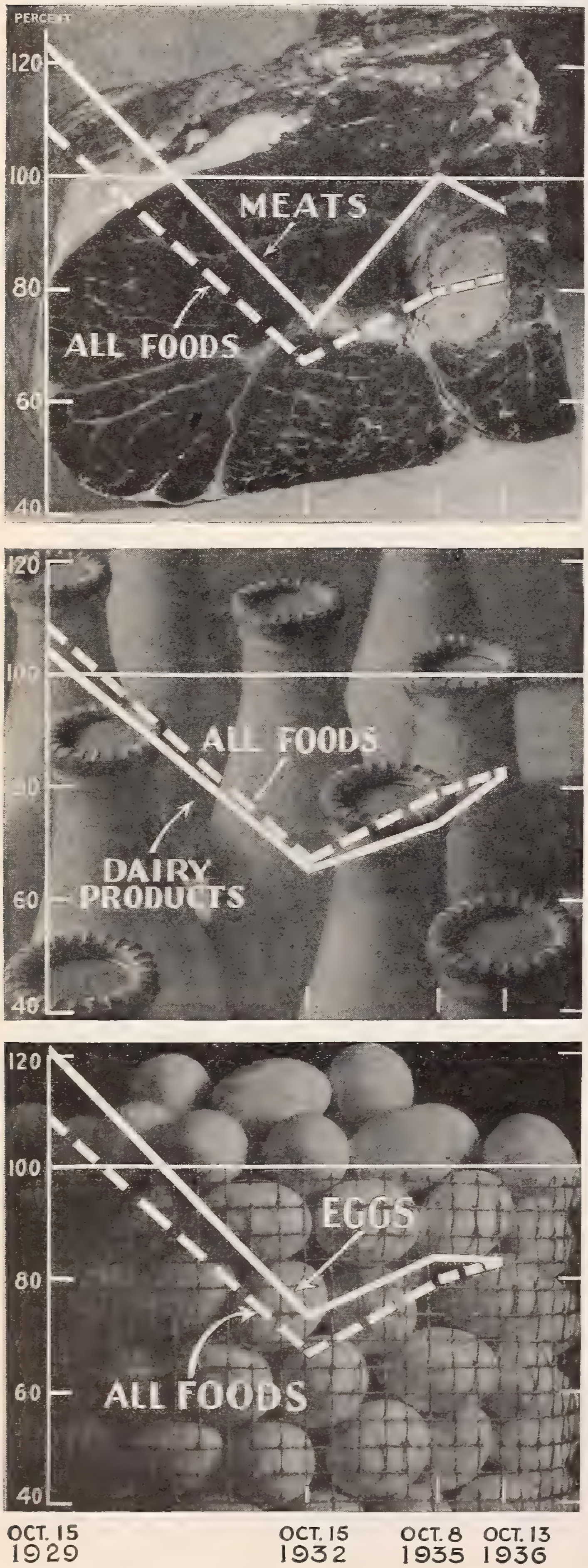
TIPS on winter storage of potatoes have recently come from the Bureau of Plant Industry of the United States Department of Agriculture. During the first 2 weeks of storage, temperature should be high enough for "healing" skin injuries caused by digging. This healing is important in retarding later possibility of decay. After these first 2 weeks, at about 60° F., temperature should be kept only low enough to retard sprouting.

TESTS carried out by the Kansas Agricultural Experiment Station and the United States Department of Agriculture showed that potatoes did not sprout so quickly when stored with fruit like apples or pears. This method of preventing sprouting has its undesirable features, however, because fruit loses some of its fine flavor when stored with potatoes. Useful suggestions for safe home storing of a number of fruits and vegetables appeared in CONSUMERS' GUIDE for September 22, 1935.

★

ROCKY MOUNT, North Carolina, is the site of a home demonstration curb market where country women bring produce to sell directly to city housewives. A modern brick building with room for 129 sellers, the market provides farm women a source of cash income, and gives urban consumers a chance to buy produce fresh from the farm. According to the North Carolina Extension Service, this is the largest market of its kind in the State.

A PERSPECTIVE OF FOOD COST CHANGES
1923-1925=100



Your Food Costs

RETAIL food costs returned to early June levels as sharp reductions in meat, butter, and fresh vegetable prices caused food costs to decline over 2 percent from September 15 to October 13. This was the second largest monthly cost decline registered this year. Fruit and vegetable prices have been going down since the middle of June but the decline in meat costs was the first recorded since early June, while the drop in dairy costs was the first since mid-May. The reduction in costs of meats and fresh vegetables was mainly a seasonal movement, but the decline in butter prices and part of the drop in green vegetable prices resulted from unusually favorable September weather conditions. This decline brought the present cost of all foods closer to 1935 levels, October 13 costs being only 3½ percent higher than a year ago, while in mid-August and mid-September costs were over 5 percent higher than on the corresponding dates a year ago.

FRUIT AND VEGETABLE costs again registered the sharpest price decline during the monthly period, dropping 6 percent. The cost of meats as a group went down 3 percent, while dairy products were 2 percent lower. These changes brought fruits and vegetables back to April levels, meats to early July levels, and dairy products to early August levels. Eggs were the only item to advance substantially, going up 6½ percent, but this change was seasonal and egg prices remained slightly below prices of a year ago. Compared with this time in 1935, dairy products and fruits and vegetables were the only items higher in price. Cereals and bakery products were 1 percent lower, meats 6½ percent lower, and fats and oils 12½ percent lower.

ON October 13, the index of all food costs as reported by the Bureau of Labor Statistics stood at 82.8 percent of the 1923-25 average, compared with 79.9 a year ago, 66.3 on October 15, 1932, and 107.6 on October 15, 1929.

UNUSUALLY favorable September weather caused a 2-percent improvement in crop prospects and resulted in one of the most remarkable monthly pasture improvements on record. Feed grain prospects showed some slight improvement, but since supplies are still relatively short, marketings of cattle, calves, and hogs were heavy in Septem-

and Supplies

ber and October and are expected to continue heavy the remainder of the year. The change in weather came too late to help very many of this year's crops, but potato prospects increased 10,000,000 bushels or 3½ percent and corn crop estimates were raised 51,000,000 bushels or 3 percent. Substantial improvements occurred also in late celery and onions.

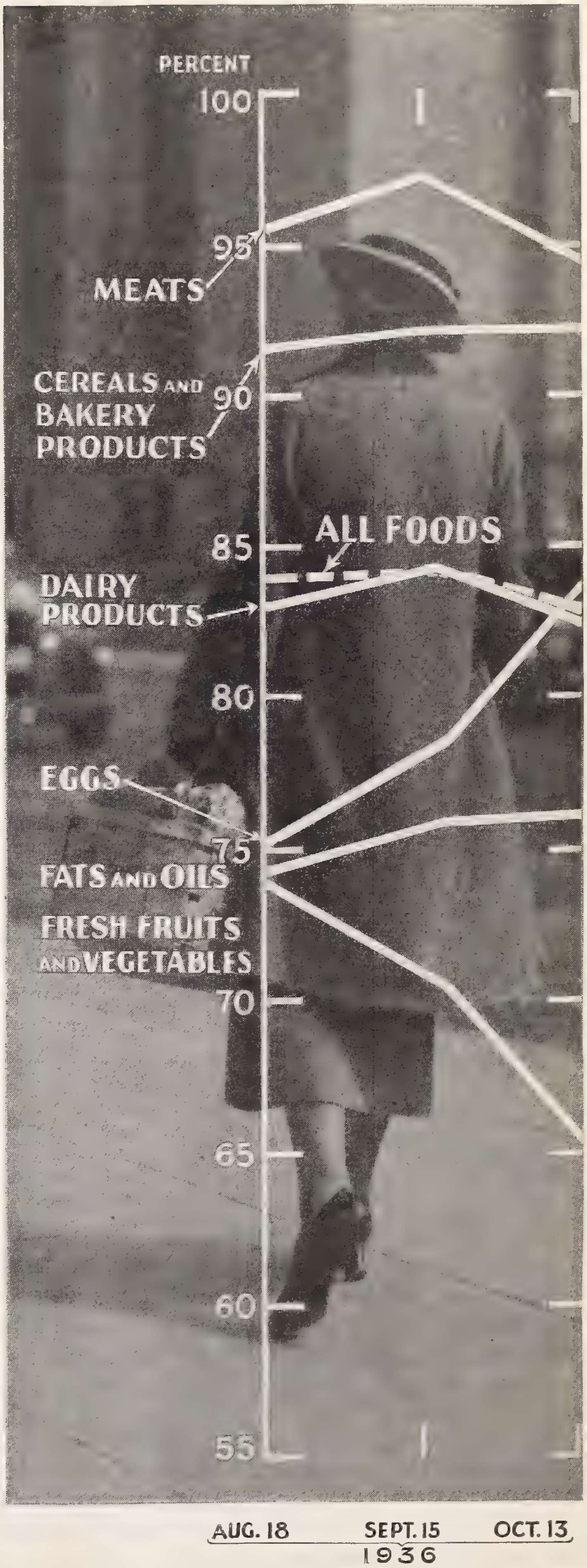
MILK production per cow increased from far below average on September 1 to the highest October 1 production since 1928 as a result of the unusual pasture improvements. Usually milk production per cow declines monthly from July 1 to December 1 and with smaller milk supplies butter prices go up. This October 1, milk production showed an increase over September 1 for the first time on record and consequently the wholesale price of 92-score butter at New York dropped over 3 cents a pound from mid-September to mid-October.

INCREASE in milk production and lower butter prices appears to be temporary, for with the pasture season soon over and feed supplies relatively short and selling at high prices, the outlook is for low milk production this winter and the early part of next spring. Low milk production coupled with low storage supplies and increased consumer income should mean further advances in butter prices this winter.

SEASONAL low point in potato prices appears to have been reached in October and the outlook is for prices to advance until next April. The upward swing in potato prices during a short-crop year, such as at present, commences in October, at which time harvest of the old crop is practically complete. Old potato supplies do not move into consumption as soon as they are harvested, but a considerable portion is stored in order that supplies may be available until the new crop is harvested. With supplies coming from storage, prices keep going up until shipments from the new crop arrive in volume early in April. Because this year's late potato crop is the smallest since 1926, price increases during the winter are expected to be sharper than usual and prices are expected to remain above the 1935 level.

FEDERALLY inspected slaughter of meat animals registered further increases during September and was considerably larger than a year ago.

A CLOSE-UP OF FOOD COST CHANGES
1923-1925=100



Hogs exhibited the heaviest gain over last year, slaughter being 65 percent larger. Cattle and calf slaughter was of record size, being 25 percent larger. While lamb slaughter was only 3 percent larger it was the first month since March in which slaughter was heavier than a year ago. The outlook is for continued heavy slaughter of meat animals during the remainder of the year.

SEPTEMBER calf slaughter was the largest for the month on record and cattle slaughter the second largest. The proportion of well-finished cattle in the total slaughter was unusually large for this time of the year. However, supplies of well-finished cattle are expected to fall off sharply after the beginning of November and this should mean price advances for the better grades. Increased consumer incomes which have enabled people to purchase more meat have been a major factor in keeping cattle prices at their present level in spite of record slaughter. During the balance of the year cattle prices are expected to be maintained at September levels or to exhibit some slight increases.

INCREASE in hog slaughter over last September was greater than the increases recorded in other recent months. This increase in numbers was offset in part by an 18-pound decline from a year ago in the average weight of all hogs marketed in major markets. High corn prices and a short corn crop have forced marketing of spring pigs at much lighter weights this year.

HOG PRICES decline seasonally during the last quarter of the year and this year the decline appears to have commenced in mid-September. The weekly average price of hogs at Chicago during the second week of September was $10.26 per hundred pounds, the peak price reached this summer. By the third week in October prices had dropped to $9.48 a hundred. Wholesale prices of both fresh and cured items went down during the last half of September and the first three weeks in October as a result of this decline in live hog prices. Expected increases in marketings of hogs should cause further seasonal price declines with the low point in live hog prices probably being attained in mid-November. From December to April the price movement is expected to be upward.

LAMB supplies during September were of rather poor average quality, reflecting the effects of poor pasture conditions early this year. Many of the arrivals were of light weight and these were sold for feeding prospects and did not go to packers for slaughter. Because of the seasonal increase in supplies, prices of slaughter lambs dropped sharply at Chicago during the latter part of September and the first half of October and the top price on lamb was below $9 for the first time since the middle of 1935. Supplies of grass-fed lambs are expected to continue relatively large during October and November with peak movement in October. No substantial increases or decreases from the early October price level are expected.

VEGETABLE prospects improved markedly during September and production of most crops that will be marketed this fall and winter is expected to be larger than a year ago. The major increase over a year ago is in green peas and snap beans which are expected to be 30 to 35 percent larger. Onions, celery, and tomatoes are forecast at 15 to 20 percent larger and lettuce about 10 percent larger. Spinach prospects are slightly below a year ago while carrot production is estimated to be down 27 percent.

RECORD grapefruit supplies are forecast for 1936. This year's crop of 27.6 million bushels is expected to be 6 million bushels above the previous peak reached in 1934. Large increase in production is due to a rapid expansion in bearing acreage and unusually favorable growing conditions in Florida and Texas. Florida grapefruit shipments are heaviest from January to April while peak shipment from Texas is reached in January.

SERVICING RURAL CONSUMERS

[Continued from page 6]

hold accounts. Last year over 25,000 rural homemakers kept home accounts according to a recommended plan, 18,000 families budgeted expenditures in relation to income. These accounts proved valuable in guiding family spending and in indicating budget leaks. Home demonstration agents helped housewives interpret their accounts so that they might utilize the income to greater advantage in the coming year.

OVER 25 percent of the homemakers who made substantial changes in their homemaking practices as a result of home demonstration work in 1935 were from nonfarm homes. Six cities—Paterson, N. J., Syracuse, Rochester, and Buffalo, N. Y., St. Paul and Minneapolis, Minnesota—continue to carry out home demonstration programs begun during the World War to conserve food supplies. In Minneapolis 300 homemakers in 19 groups last year conducted an 8-month project in consumer buying under the supervision of the urban home demonstration agent.

CONSUMER lessons in this better buying course were on marketing for fruits and vegetables, getting the most for the meat dollar, stretching the clothing dollar, money management, buying furniture and household equipment, buying bedding and household linens, wise buying of staple foods, and making the house a home. Specialists of the agricultural college staged meat-cutting and meat-cookery demonstrations for the group members.

RURAL homemakers not receiving but desiring this consumer service can ask the county agricultural agent or any member of the State home economics extension staff for information. The extent to which women are interested and the amount of money available from State and county sources are considered in meeting requests for a home demonstration agent.

A TIP TO POULTRY CONSUMERS

[Concluded from page 9]

goods. This meant, among other things, Government inspection for wholesomeness of the poultry before it went into the cans. Poultry, to meet this requirement, must be free from disease, and otherwise fit in every way for human consumption. About 25 million pounds of poultry now pass U. S. Government inspection every year.

GRADING is another voluntary service offered by the Government. Some dealers handle Goverment-graded poultry all the time, others only when their customers make special demand for it. Grading is usually done at packing houses on request of the packer who pays a small fee for the service of an official grader. Around 22 million pounds of poultry per year are now Government graded. Retail butchers who want to sell Government-graded poultry as well as Government-graded meat, can either send the request back to their wholesalers, or ask for the service direct from the Bureau of Agricultural Economics of the U. S. Department of Agriculture. This Bureau has set up a number of specifications for U. S. standards and grades on various kinds of poultry.

"U. S. PRIME" or Grade A, and "U. S. Choice", or Grade B, are the two most common Government grades of poultry on the market. Difference between A and B is largely a matter of appearance and degree of fleshing. Grade B birds are also allowed certain minor surface defects like a few scattered pinfeathers, slight flesh or skin bruises, or a dented breast bone.

MARKED improvement in poultry breeding throughout the country may come from the work of the "National Poultry Improvement Plan." Since July 1, 1935, the Bureau of Animal Industry of the U. S. Department of Agriculture has been administering this plan in cooperation with State authorities. Final goals include better hatching eggs, baby chicks, breeding stocks, and market products.

BONE BUILDER NO. 1

[Concluded from page 13]

study showed that children could not use the calcium of vegetables with the same effectiveness as they used the calcium of milk. The children in the test cut their milk quota by half and instead ate enough of carrots and spinach to supply the equivalent amount of calcium. But the tests showed that they were not getting the same value from the calcium of the vegetables that they had had from the milk. The scientists concluded that though children should have plenty of vegetables, they should have them in addition to plenty of milk and not instead of the milk.

TESTS show that children use about twice as much calcium each day as grown people need. But on customary American diets, even grown people need to take special care to get enough calcium into the menu.

MILK is far and away the richest source of calcium among the usual foods we eat. This includes all forms of milk—fresh, dried, skimmed, and canned. Cheese, since it is so concentrated a form of milk, is richest of all, pound for pound. Greens like beet, dandelion, turnip, mustard, kale, collards, and tendergreens are especially high in calcium. Broccoli, chard, cauliflower, and green cabbage are in the same rich class.

CHEAP sources of calcium show up in the charts comparing what a penny will buy in different nutrients, in the August 24 issue of the CONSUMERS' GUIDE. Headliners were cheese and milk, dried beans, molasses, bread made with milk, carrots, spinach, prunes, and oranges.

PICTURES illustrating the article were reproduced from one of a set of 11 nutrition posters issued by the Bureau of Home Economics, for sale by the Superintendent of Documents for 50 cents.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

Issued by the CONSUMERS' COUNSEL of the
AGRICULTURAL ADJUSTMENT ADMINISTRATION
in cooperation with the
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BUREAU OF HOME ECONOMICS
BUREAU OF LABOR STATISTICS
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Consumers' Guide

VOL. III, No. 20
NOV. 2, 1936

DEC 2

Cop 1

Tips on Festive Fare

Consumers' Queries and Comments

COMES the germ of a new feature in the CONSUMERS' GUIDE by way of a letter from a North Dakota high school teacher:

"I am attaching a copy of the lesson plan I made out of the September 7 issue. My Vocational Agriculture students enjoy this work with the CONSUMERS' GUIDE very much. They feel as I do that it is made up of very worthwhile material for every farm home . . ."

ENCLOSED with the letter came this series of questions which readers who remember the September 7 CONSUMERS' GUIDE will be able to answer:

What is the goal of the Crop Reporting Board?

What would happen if food supplies were overestimated?

Underestimated?

What is the value of unbiased and dependable crop reports?

When did the Government reporting of food supplies begin?

Give briefly the details of getting out a crop report.

What three useful purposes have these reports to the individual farmer?

What is the difference between cocoa and chocolate?

How is chocolate made?

How is cocoa made?

Who governs the standards of purity for our foods?

What is the difference between sweet chocolate and milk chocolate?

What is real malted milk?

What is the United States Department of Agriculture doing about the flavor of bread?

What factors did these chemists check up on in the bread?

How did the tasters do their tasting?

What does Secretary Wallace say the farmer owes the consumer?

What does he say the consumer owes the farmer?

What is a crop meter?

What did you learn from the article "Body Builders"?

What was changed in the recipes for making angel food cake so as to bake it successfully at high altitudes?

Which has the more Vitamin "C", tomato juice or orange juice?

What would the above information mean to the buyer in dollars and cents?

How does the price of "all foods" on August 15, 1932, compare with the price of "all foods" on August 18, 1936?

How does the August 18, 1936, price of eggs compare with the price of eggs August 15, 1929?

What happened to the price of dairy products between August 1935, and August 1936?

What percent did the price of fresh vegetables decline from June 16 this year until August 18 this year?

What foods went up in price between June 16 and August 18 of this year?

What story do the pictures on pages 14 and 15 tell you?

ACCEPTING this reader's successful use of study questions as a pointer to a department that might prove valuable to other groups who use the CONSUMERS' GUIDE for reference, we present here a list of questions based on information in this issue of the GUIDE. After this, you will find a series of these questions on the back page of each issue:

What are the prospects for supplies of different kinds of holiday poultry this season?

Are prices likely to be higher than they were last year?

What is the trend in turkey production? In weight of turkeys on the market?

Is there very much difference in food value as between one bird and another?

How can a consumer decide which bird would be cheapest in terms of actual edible meat per dollar spent?

How can you be sure of quality in poultry?

Is it hard to find good cranberries? What is the supply situation this year?

What food values do we find in cranberries? Celery? Brussels sprouts? Turnips?

How do you select good Brussels sprouts, celery, and turnips on the market?

Which comes first—making a budget or keeping accounts?

What procedure would you advise for a family having trouble making income cover essential needs?

What arguments would you advance in favor of keeping accounts?

Is there any point in having more than one person concerned in the family finances?

What information must a family have in order to build a workable budget?

Where can a family get help in keeping accounts and making a budget?

In selecting a grapefruit, what importance would you give color? Weight?

For what food values would a dietitian use grapefruit in the diet? How does canned grapefruit compare with fresh in this respect?

Why is grading a good thing for grapefruit grower, distributor, and consumer?

What are some of the important jobs phosphorus does in the body?

Why is milk recommended so highly by nutrition experts for bone building? How much should a growing person have each day?

Tips on Festive Fare

More fun and food value for money spent is the double goal of consumers who make wise plans and purchases for holiday meals.

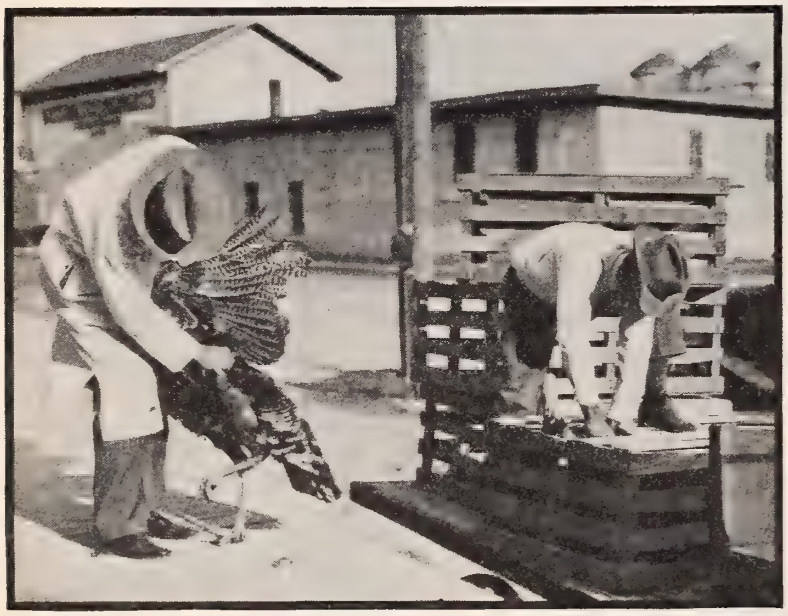
BIRDS flew out of reach of many consumers' Thanksgiving dinner tables last year, but this year they're coming closer in large flocks. Forecasters in the Department of Agriculture say that we'll probably have heavy supplies of poultry this year, and that prices of most kinds will be below the prices we paid a year ago.

THIS INCREASE, which was explained in general in the last CONSUMERS' GUIDE, tends to bring low prices with it. But another factor that helps to lift or lower food prices is consumer income. This year consumers in general are better able to pay for poultry than they were last year, so prices of poultry receive a certain check in their downward slide. Measuring the net effect of these forces consumers stand to gain on both counts: The prices will average lower than last year's, and most consumers are better able to pay them, according to the best calculations of the Government economists.

TURKEYS lead the field of boosted production. They will come to market 20 million strong this year if present prospects hold good. That figure sets an all-time high for a year's marketing of turkeys, beating the record productions of 1932 and 1933 by a million birds and running 5 million ahead of last year.

REASONS go into turkey history. It used to be a tricky, hazardous job to bring a brood of turkeys to marketing age. But as scientists in the Department of Agriculture and the State Experiment Stations added their research to the lore of the farm and trade, turkey raising became more of a business and less of a gamble. Farmers who had not been willing to take such risks before have started raising turkeys in the last few years. Some just added turkeys as a sideline. But many more have put all their eggs in one basket and chosen turkey eggs to fill it. To add the finishing favorable touch, this year's drought was an ill wind that blew turkey raisers some good, along with the difficulties of high feed prices, for turkeys thrive on dry weather.

EACH consumer's quota of this year's crop of turkeys, if they were all divided up into equal shares, would be almost one-sixth of a turkey. But one-sixth of a turkey may not weigh so much this year as it might have in former years.



Examining turkeys to establish their quality grade in the live state.

Turkeys will come to market lighter than usual. Experts give two reasons for that. One is that consumers have been begging for small turkeys to fit into small roasting pans for small families in small apartments. Another is, of course, the high cost of feed supplies which followed the drought and forced the farmer to send his poultry to market younger and smaller than usual.

CHICKENS weighing less than 4½ pounds promise to be more plentiful this fall than last fall, with correspondingly lower prices. Supplies of heavier roasting chickens will probably be under last year's figures.

DUCKS and geese will likely be here in larger numbers at lower prices than last year's, though this can be estimated only roughly since they represent so small a proportion of the country's poultry production that regular checks on supplies are not made in the Department of Agriculture.

DECISIONS as to which bird to buy for the holiday dinner depend on two factors—economy and taste. In food value, no definite differences have been established between different kinds of poultry. All lean poultry meat has been accredited with an excellent rating in Vitamins B and G, and a good rating for the pellagra-preventing factor. Like other lean meat, it is a superior source of protein, and is rich in phosphorus. The dark meat of poultry is also rich in iron.

ECONOMY presents some interesting considerations to the bird chooser. On page 6 we reprint a table showing the percentage of actual eating meat in the weight of different kinds of poultry. This table can form only a rough basis for calculations, because breed, age, feeding, and care all play a part in the proportion of meat to bone in each individual bird. But this is the best average estimate made by a noted poultry researcher in the Department of Agriculture.

TO FIGURE out what you would be paying for the edible meat on each bird, divide the price per pound for the dressed (but not drawn) bird in the market by the percentage of edible meat the table shows for that bird. Using this method last year during the holidays on the prices quoted by Washington marketmen for the different birds, we found that the edible meat on a goose turned out to be the cheapest meat of all. Duck ran a close second. The price of a pound of edible meat of hen, cheapest of all chickens, turned out to be almost 9 cents a pound more than duck, and fattened roasters still higher. Then came turkey, getting into the upper brackets of edible meat cost, and just above it stood the meat on the unfattened roasting chicken. Highest of all was capon, its high original price offsetting its high percentage of edible meat. There was a difference of almost 30 cents a pound between the cost of the edible meat on goose and on capon.

COUNTING goose as your best bet for economy may still be wrong, even if the relative cost of the different meats should be the same this year. Some families cannot afford to buy as many pounds of any poultry meat as they must buy when they get a whole goose. Duck, which last year figured only 3½ cents more per pound of edible meat, may prove a better buy because it need not mean so many pounds. Take into account, too, the amount of fat on different kinds of poultry. These figures include fat as part of the edible meat. In the case of goose, for instance, much more weight melts out as grease than in chicken and turkey. Whether or not this goose grease can be utilized comes into your calculations. A point to remember about turkeys is that among the toms, or male turkeys, the bigger the bird the more flesh in proportion to bone. But for families who wish smaller turkeys, the turkey hen is likely to be a better bargain in its ratio of flesh to bone. Once the decision is made as to which bird to buy, the next job is to get the best quality of its class for your money.

Science has shown the way to bring young turkeys up safely and now more and more farmers are adding their share to the millions on the market.

QUALITY marks are practically the same for all types of poultry, making necessary allowances for the different classes of poultry. Consumers can buy both chicken and turkey under Government grade marks, and grades are being developed for geese and ducks.

TOP GRADE, U. S. Special or Grade AA, in both turkey and chicken calls for "young fine-grained, soft-meated birds with broad full-fleshed breast, the entire carcass fully covered with fat and with skin soft and glossy lying close to the flesh. Must be well-bled, well-dressed, free of pinfeathers and have empty crop. No flesh or skin bruises allowed, and only slight abrasions, or discolorations permitted, none of which shall be on the breast. No crooked breasts or other deformities allowed ..." Of course, consumers seldom find this top grade on the market. U. S. Prime or Grade A is the highest of the customary commercial gradings. U. S. Choice or Grade B, and U. S. Commercial or Grade C, are downward modifications of these standards.

FIXINGS come next on the holiday market list. Supplies of some vegetables and fruits in the holiday tradition are higher than usual, some lower. The wise consumer will try to design the menu to include the ones in high supply with their tendency toward lower prices.

CRANBERRIES always hit their year's high for volume in November. This year about 515,000 barrels will probably go to market. That is a little less than last year's crop and 65,000 barrels below average. The wholesale price of cranberries during late October was $1 per barrel higher than last year at the same time.

QUALITY is kept up to a high standard in the bulk of the cranberries on the market. Credit goes to the farmers' cooperatives in New England which produce the major part of the supply and market it under strict grade regulations. High quality cranberries are firm, plump, fresh-looking, with a high shine. The experts advise consumers to look out for the dull soft ones, or those that are shriveled. If they look wet, try to discover whether this is because they have just been removed from cold storage. That kind of dampness does not indicate poor quality and soon disappears. But moisture caused by injury or damage may mean cranberries that are tough, leathery, and sticky, with discolored flesh. The color and size depend more on the variety of cranberry than on its quality. Of the common varieties the small dark red ones are a bit sweeter than the large bright red kinds.

FLAVOR of cranberries can be changed and extended by combining them with oranges in a relish. Just grind up one whole orange, skin and all, with one pound of cranberries, in the food chopper, and add sweetening to taste, either sugar or honey. This can be stored in the refrigerator for use with any meat. Nutrition experts advise against leaving it in an open container, since exposure to air is fatal to Vitamin C, which is an important vitamin contribution of both cranberries and oranges to the diet.

ORANGES and grapefruit, to end and start the meal, are both due to arrive on the market in extra high supply this year. Citrus fruit taken all together promises the biggest crop on record. This time of year sees the shipments starting to mount to their winter-time highs. For details on grapefruit see the article, "Grapefruit Season is Here", on page 11 of this issue.

PERCENTAGE OF EDIBLE MEAT* TO DRESSED WEIGHT**

Bird	Percentage
Roasting chickens (fattened)	63.07
Roasting chickens (unfattened)	56.86
Broilers (fattened)	60.73
Broilers (unfattened)	54.27
Capons (fattened)	67.46
Hens (fattened)	64.22
Ducks	60.17
Geese	65.07
Turkeys	66.53
Squab pigeons	73.94
Squab guineas	60.25

* Edible meat means all of the drawn bird including heart, liver, and gizzard, but with the bones removed.

** Dressed weight is of bird plucked and bled but not drawn.

FRUIT SUPPLIES in general are likely to be short this year, with the average pulled far down by the deep cut in the apple crop and not quite balanced by the record crop of citrus fruits in store for us. This year's grape crop will not be quite so hard hit as the apple crop but it will not match last year's or the average per capita supply for the last few years. (For more details on grapes and apples, see the article, "On Autumn Market Lists", in the October 5, 1936, CONSUMERS' GUIDE). Raisins, naturally, will suffer along with fresh grapes. We will probably have considerably less than last year and than the average supply. Prices of both grapes and raisins will be higher than last year.

NUTS, filling in the chinks on the fruit centerpiece, add concentrated nourishment to the menu. (For buying and nutrition tips see the CONSUMERS' GUIDE for February 24, 1936.) Supplies are sure to be low this year, and the prospect is for higher prices. This year's crop of pecans, which have been rising for years in American popularity, will be the smallest since 1922, only one-third of last year's extra big crop, and about one-half the average production from 1928 to 1932. But the "carry-over" stock from last year will go some distance toward balancing this cut. Almonds, on the down grade in popularity from first place in America's affection, hit their lowest mark since 1929 in supplies. Of walnuts we will have a crop 8,000 tons above average, but 12,000 tons below the big crop of last year.

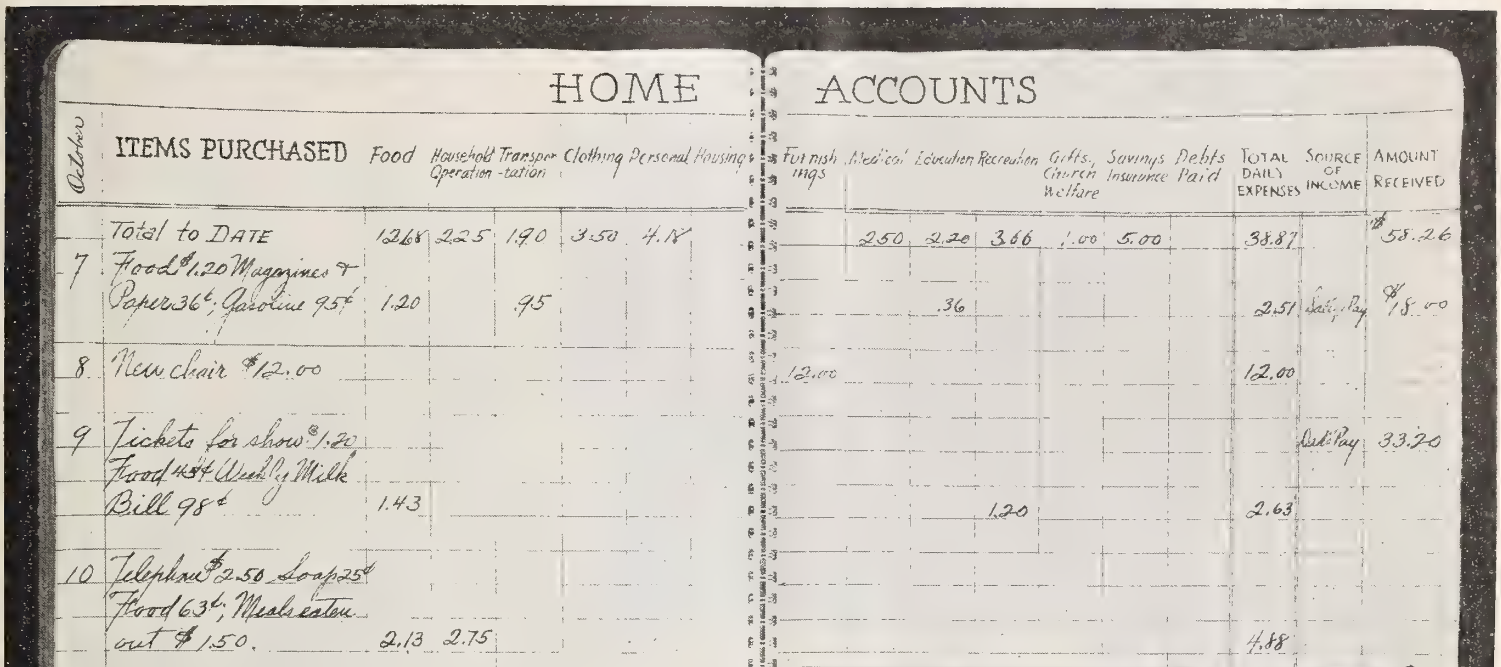
CHESTNUTS to stuff the bird will not be affected by our low American nut crop, since they all come in from abroad. Consumers can best decide on chestnut purchases by studying the prices in the market as the holiday approaches. The chief shopping hazard is the worm.

VEGETABLES which customarily find a place on the Thanksgiving market are not far off in price from last year's prices. Parsnips will be a little higher, Brussels sprouts about the same, Hubbard squash slightly lower, and turnips and celery decidedly below last year's prices. Pumpkins, which sometimes interchange with squash in the pie position, may be a little higher in price than last year, but much depends on the local market and the demand. White potatoes and sweetpotatoes are both short in supply this year, as explained in recent issues of the CONSUMERS' GUIDE, and prices are up.

CELERY ranks highest for appetite appeal, since it rates only fair as a source of Vitamins B and C and good as a source of calcium. The supply, which promises to be plentiful this season, comes partly from late crops of the North and early crops in California. In the late group of States, production seems to be about one-sixth bigger than last year's crop. It is too early to tell exactly how much will come from California but estimates point to acreage about one-third

[Concluded on page 19]

Keeping Consumer Accounts



HOME ACCOUNTS

October	ITEMS PURCHASED	Food	Household Operation	Transportation	Clothing	Personal	Housing	Furnishings	Medical	Education	Recreation	Gifts, Church Welfare	Savings Insurance	Debts Paid	TOTAL DAILY EXPENSES	SOURCE OF INCOME	AMOUNT RECEIVED
	Total to DATE	12.68	2.25	1.90	3.50	4.18			2.50	2.20	3.66	1.00	5.00		38.87		$58.26
7	Food $1.20 Magazines & Paper 36¢; Gasoline 95¢	1.20		.95						.36					2.51	Daily Pay	$18.00
8	New chair $12.00							12.00							12.00		
9	Tickets for show $1.20 Food 45¢ Weekly Milk Bill 98¢	1.43									1.20				2.63	Daily Pay	33.20
10	Telephone $2.50 Soap 25¢ Food 63¢; Meals eaten out $1.50.	2.13	2.75												4.88		
	Total to DATE																

Knowing where the pennies go is a first step to making them go farther. Here are some easy steps to better home accounting.

SPENDING the family income is one of the most important activities of the home. Your family's level of living depends both on how much income you have and how much "living" you buy with this income. The latter depends only partly on the cost of goods and services. To no small extent it depends on how wisely you spend. By getting pennies to buy the things that serve your needs efficiently and without waste you can actually increase your real income.

WISE spending depends upon a standard for measuring your needs. One of the best ways of measuring needs is to measure habits. Day to day home accounts can both give you your habit picture, and furnish a guide for planning future spending. They can help in spotting unnecessary leaks, in showing up haphazard buying, which rob you of the chance of success as a money manager. Keeping accounts, important as it is, is only the beginning of consumer wisdom. The next step is using the accounts you keep. Consumer accounts are a means to an end. The end is to spend wisely.

FAMILY EXPENDITURES IN 4 CITIES

RICHMOND, VA
1933-1934

NUMBER OF FAMILIES STUDIED	198
AVERAGE NUMBER OF MEMBERS IN ECONOMIC FAMILY*	3.78
TOTAL ANNUAL EXPENDITURES	$ 1,542
FOOD	29.4 %
CLOTHING	10.9 %
HOUSING	16.4 %
HOUSEHOLD OPERATION	12.7 %
FURNISHINGS AND EQUIPMENT	3.9 %
TRANSPORTATION	8.8 %
PERSONAL CARE	2.0 %
MEDICAL CARE	5.4 %
RECREATION AND EDUCATION	5.5 %
OTHER ITEMS	5.0 %
TOTAL EXPENDITURE	100.0 %

BIRMINGHAM, ALA.
1933-1934

NUMBER OF FAMILIES STUDIED	202
AVERAGE NUMBER OF MEMBERS IN ECONOMIC FAMILY*	3.67
TOTAL ANNUAL EXPENDITURES	$ 1,461
FOOD	30.6 %
CLOTHING	11.3 %
HOUSING	12.5 %
HOUSEHOLD OPERATION	13.3 %
FURNISHINGS AND EQUIPMENT	4.4 %
TRANSPORTATION	9.2 %
PERSONAL CARE	2.4 %
MEDICAL CARE	5.3 %
RECREATION AND EDUCATION	6.2 %
OTHER ITEMS	4.8 %
TOTAL EXPENDITURE	100.0

DETROIT, MICH.
1934-1935

NUMBER OF FAMILIES STUDIED	600
AVERAGE NUMBER OF MEMBERS IN ECONOMIC FAMILY*	3.68
TOTAL ANNUAL EXPENDITURES	$ 1,593
FOOD	32.3 %
CLOTHING	11.8 %
HOUSING	15.1 %
HOUSEHOLD OPERATION	10.4 %
FURNISHINGS AND EQUIPMENT	4.0 %
TRANSPORTATION	10.7 %
PERSONAL CARE	2.0 %
MEDICAL CARE	4.1 %
RECREATION AND EDUCATION	6.4 %
OTHER ITEMS	3.2 %
TOTAL EXPENDITURE	100.0 %

GRAND RAPIDS, MICH.
1934-1935

NUMBER OF FAMILIES STUDIED	195
AVERAGE NUMBER OF MEMBERS IN ECONOMIC FAMILY*	3.49
TOTAL ANNUAL EXPENDITURES	$ 1,297
FOOD	30.9 %
CLOTHING	11.4 %
HOUSING	12.8 %
HOUSEHOLD OPERATION	13.4 %
FURNISHINGS AND EQUIPMENT	4.3 %
TRANSPORTATION	11.0 %
PERSONAL CARE	2.1 %
MEDICAL CARE	3.9 %
RECREATION AND EDUCATION	5.6 %
OTHER ITEMS	4.6 %
TOTAL EXPENDITURE	100.0 %

*AN ECONOMIC FAMILY CONSISTS OF PERSONS DEPENDENT ON ONE POOLED INCOME.

ALL FIGURES FROM THE BUREAU OF LABOR STATISTICS

SPECIALISTS in the Bureau of Home Economics, with years of experience in helping homemakers keep accounts, give you simple rules for home accounting. First, make your own account book. Any 5- or 10-cent note book measuring 16 inches when opened flat will do. Open the note book so that you have the first two full pages before you. Rule the columns starting at the left. Make the first column 1 inch, the second column 3 inches, and then 16 columns, each column three-quarters of an inch wide.

LABEL the columns, abbreviating where necessary: Date; Items purchased; Food; Household operations; Automobile and other transportation; Clothing; Personal expenditures; Housing; Furnishings; Medical care; Education; Recreation; Gifts, church, welfare; Insurance, savings, investment; Debts paid; Total daily expense; Source of income; Amount received.

NO HARD and fast rule can be set up concerning what scheme you should use in classifying income and expenditures, or what should be the main item classes. These subdivisions are recommended by the Bureau of Home Economics for use by farm families. For the most part they are adaptable to use by city consumers.

RURAL or small town family account-keeping problems differ somewhat from the city families. On the farm, part of the living is furnished in noncash products, such as food and fuel. Garden products are often available to the small town family. These facts should be given consideration by placing a money value on the products used, and by adding this to total food expenses when computing the value of family living for the month or year.

One aim of the CONSUMERS' GUIDE is to aid consumers in making wise and economical purchases of food.

SUPPOSE you are a city consumer starting a home account. Get your grocery list for today, add it up, and put that total along with any other expenditure for food, in the "Food" column. Also include any meals purchased away from home. Place in the appropriate columns other sums you have spent during the day. Payments made for utilities—telephone, gas, light, water—are recorded under household operation along with all other expenditures for running the house. Money given to individual members of the family to spend for their personal care, recreation, or for "treats" is entered under "Personal expenditures." This might include barber and beauty-shop services, cosmetics, candy, smoking supplies, watch repairs. Rent can be recorded under "Housing." If you own your own home, the "Housing" column includes expenditures for house repairs and minor improvements. Under furnishings record fire insurance and taxes on furniture and equipment; repairs on furnishings; and laundry or cleaning equipment purchased.

NO ENTRIES should be made for goods bought on credit until payment is made. Then the amount should be entered as any other cash payment. Payment of a general store bill that includes a variety of articles, such as food, clothing, and medicine, should be recorded as expenditures for these items.

ALL expenditures now entered, get the daily total by adding the columns across. Record this under "Total expense."

FOR 2 WEEKS or a month keep on recording your expenditures in much this same way. Consider this as a trial period and make plans for improving your account book and technique. You might wish to keep some items in more detail. For one thing you can keep a clothing and personal expenditure record for each member of the family. In the back of the book set up a sheet for each of these items of expense. Rule columns, one for each member of the family. There is still another way. If you buy a new pair of shoes for one of the girls, enter the item under clothing as before, placing her initial after the entry. If Johnnie gets a haircut, enter the expenditure under "Personal" with the letter "J." At the end of the month or year, you can go back through your account book and get totals for each member of the family——a help to future planning.

AFTER the trial period is over and you are convinced that you can keep accounts consistently, plan a surprise on the family. The first of the month would make a good time to turn the account book into a cooperative effort. Plan your surprise for the last night of the month. Before clearing away the dinner dishes get the family settled back in their dining room chairs and show them what you have been doing. Show them how much the family spends for food, clothing, rent, in comparison with family income. Then tell them that they are all going to take a hand in this money management game.

"KEEPER of the accounts" might be the family member who best likes arithmetic. The head of the household can help by reporting the expenditures for the car, for the upkeep of the house and yard, and by fixing a "business center" for the account keeper. A definite place to keep the account book, cash slips and pencils is another major rule laid down by home economists. A desk is best but a shelf will do. You can't keep everything behind the kitchen clock. Keep daily expenditure slips on a spindle so you will know where to find them when ready to make the entries.

ENTERING these daily records regularly is another important rule. At the end of each month the person designated to keep the accounts can add up the daily totals and transfer these to similar columns in the monthly summary set up in the back of your account book. Monthly totals can quickly be turned into an annual summary.

ONCE the family spending record is well organized, try cooperatively to set up a financial plan for the next month—a goal to work toward. First consider what changes should be made in your ways of spending. Whether you decide to change expenditures or keep them the same, there should be an appraisal of how wisely the family has spent its income. By saving here and there, by following wise buying guides you will find a new interest in becoming a better consumer. Look through your issues of the CONSUMERS' GUIDE and find those stories that will help you plan your spending.

MONEY PLANS for the full year come next in order. Expenditures should be planned before spending begins. On the basis of your accumulated experience in keeping accounts you are ready to begin budgeting. By budgeting one means spending the family income according to a plan. The budget will help prevent dissatisfaction almost sure to result when money is spent "hit-or-miss."

FIRST, estimate your total annual income; second, estimate your total annual expense; third, allocate the income among the items of expense including savings, investment, and debts to be paid on a monthly basis. Total estimated income should equal total estimated expenditures. Accounts are then kept and the monthly totals are compared with the budget estimates. If the monthly expenditure for certain items runs below the budget estimate, the chances are that a larger amount should be included in the estimate for other items. If expenditures run above the budget estimate, then take care to cut down or make the necessary adjustment in other expenditures during the next month. By trial and error and by following these major rules you can arrive at a workable budget for your family.

EXPERIENCES of others may be helpful as a guide in budget planning. But ready-made budgets based on average expenditures of a number of families are seldom suited to any specific family. No two families have the same resources, needs, desires. The best start a family can have for budget planning is information as to the amounts that the family itself spent for different items of living the year before. If household accounts have been kept, this information is available.

RURAL CONSUMERS can get help on their budget problems from the home demonstration agent. She is trained in keeping consumer accounts and her assistance will be valuable in estimating and allocating income among the various items of expense. In several States the Extension Service interprets and summarizes account books kept by rural homemakers. Housewives who are members of consumer groups then use these summaries as the basis for discussing budget problems and for comparing their annual expenditures with annual expenditures of other families.

SPENDING habits of city consumers have been studied by the Bureau of Labor Statistics. Three reports already published in the Monthly Labor Review for March, May, and June 1936, cover the annual expenditures of workers' families living in New Hampshire; in Richmond, Birmingham, and New Orleans; and in four Michigan cities for selected years, 1933-35. Reprints of these articles can be secured by writing to the Bureau of Labor Statistics, Washington, D. C.

FAMILY budget or account books can be obtained from several sources. Prepared for the purpose, they help to simplify the task of classifying and budgeting expenditures. A farm family Account Book prepared by the Bureau of Home Economics and supplied by the Superintendent of Documents, Washington, D. C., for 15 cents a single copy is one of the best available. Farm home account books can generally be obtained for 10 to 25 cents by writing to the Extension Service in care of your State College of Agriculture. These are frequently prepared for use by either farm or nonfarm families. Stationers generally carry account books in stock, and some insurance companies and banking institutions provide them free on request.

FARMERS' BULLETIN No. 1553 contains further information on planning and recording family expenditures. You can get a copy by sending 5 cents to the Superintendent of Documents, Washington, D. C.

Grapefruit Season IS HERE

27 million boxes is this year's gift of grapefruit from abundant orchards-an all time record crop.

LOOK for plenty of good fresh grapefruit these days, at fairly low prices. The crop for the coming year, according to October estimates of the Crop Reporting Board, is expected to be over 27½ million boxes. Last year's production was 18½ million boxes. Previous high was during 1934-35, when 21½ million boxes of grapefruit left orchards in Florida, Texas, California, and Arizona. There will be almost 30 percent more grapefruit available to go to market this year than ever before.

DOMINANT source of grapefruit supply in this country is Florida, but production in Texas, California, and Arizona is rapidly increasing. World's outstanding producer of grapefruit, the United States in recent years has supplied about four-fifths of the total world crop.

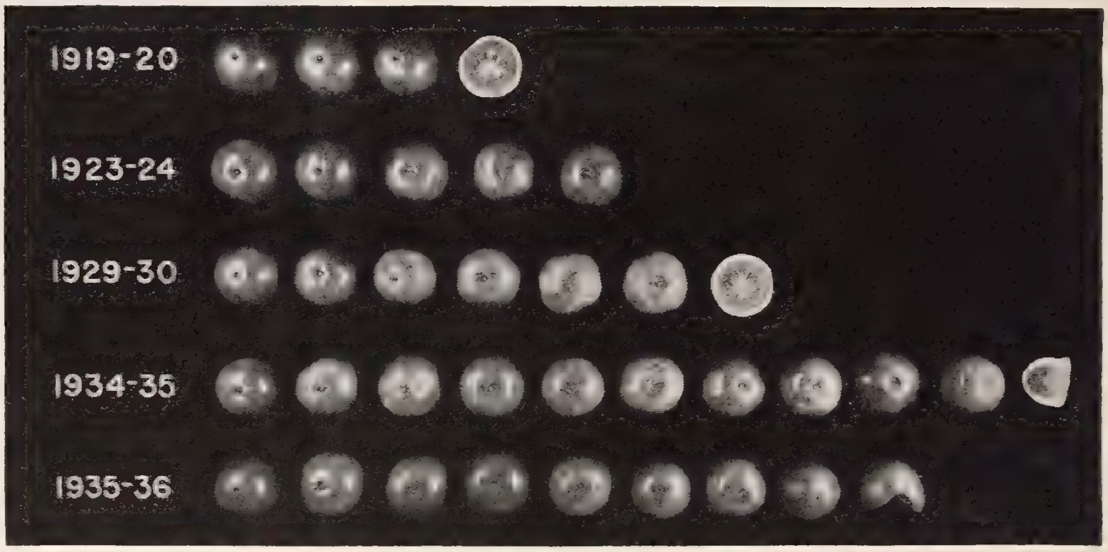
UNUSUALLY favorable growing conditions, especially in Florida and Texas; rapid increase during recent years in the number of grapefruit trees old enough to bear fruit--these are the chief reasons for the jump in size of this year's crop over those of other years. In a few weeks the busiest part of the season will begin. Prices, generally highest in September, come down month by month until they reach a low point between January and March.

SHIPMENTS of the fruit from Florida to consumers in all parts of the country begin the new season in September, are heavy from October to December, heaviest from January to April, and light in August, when the Florida season ends. Texas shipments, on the up-go during the past few years, reach the markets from October to March. Shipments from other States, also from Puerto Rico and Cuba, move in small quantities throughout the year.

CHIEF grapefruit-consuming markets are New York, Chicago, Philadelphia, and Boston. Other centers where many carlot shipments are unloaded each year are Detroit, Cleveland, St. Louis, Cincinnati, Pittsburgh, Baltimore, Kansas City, Minneapolis, Buffalo, Seattle, and Milwaukee.

PER CAPITA consumption of grapefruit in the United States has been rising steadily during the past 20 years. Back in the 1918-19 season, each person in this country ate, on an average, about 2.4 grapefruit. Five years later, each person ate 5 per year. During 1929-30 the figure was 6.5 grapefruit for each individual. The record came in 1934-35 when per capita consumption was 10.3. Last season the average American consumed 8.7 grapefruit. This year, with the crop at a new high, consumption figures will probably reach an all-time record.

ANNUAL exports of grapefruit from the United States are around a million boxes a year. Most of this goes to the United Kingdom and Canada, though many European countries also buy small quantities. Fresh grapefruit is exported the year round. Relatively heavy exports of California grapefruit during summer months tend to bolster what might otherwise be a slack period, thus keeping seasonal variation down to a minimum. Hundreds of thousands of cases of canned grapefruit hearts and juice also reach the export market every year. About three-fifths of these are hearts, the rest juice. The United Kingdom buys most of the canned products. Other good customers are Canada, Irish Free State, British India, Philippines, and Netherlands.



Grapefruit popularity is on the increase in this country. The average consumer ate only 3½ pounds (each grapefruit above represents a pound) in 1919–20. Fifteen years later his consumption had almost tripled, to 10⅓ pounds in 1934–35. Even more probably will be eaten in 1936–37.

VARIETIES of grapefruit may be divided into two classifications—those with seeds and those without. Chief varieties in the first group are "Florida Common", Walters, and Duncan. A considerable part of the Florida crop, especially that from older plantings, is popularly designated as "Florida Common." The Walters is a midseason variety picked from November to March, and sometimes unduly blessed with seeds. The Duncan, standard late-season variety, matures in Florida from January to May. Sometimes the Duncan can be left on the trees till early June.

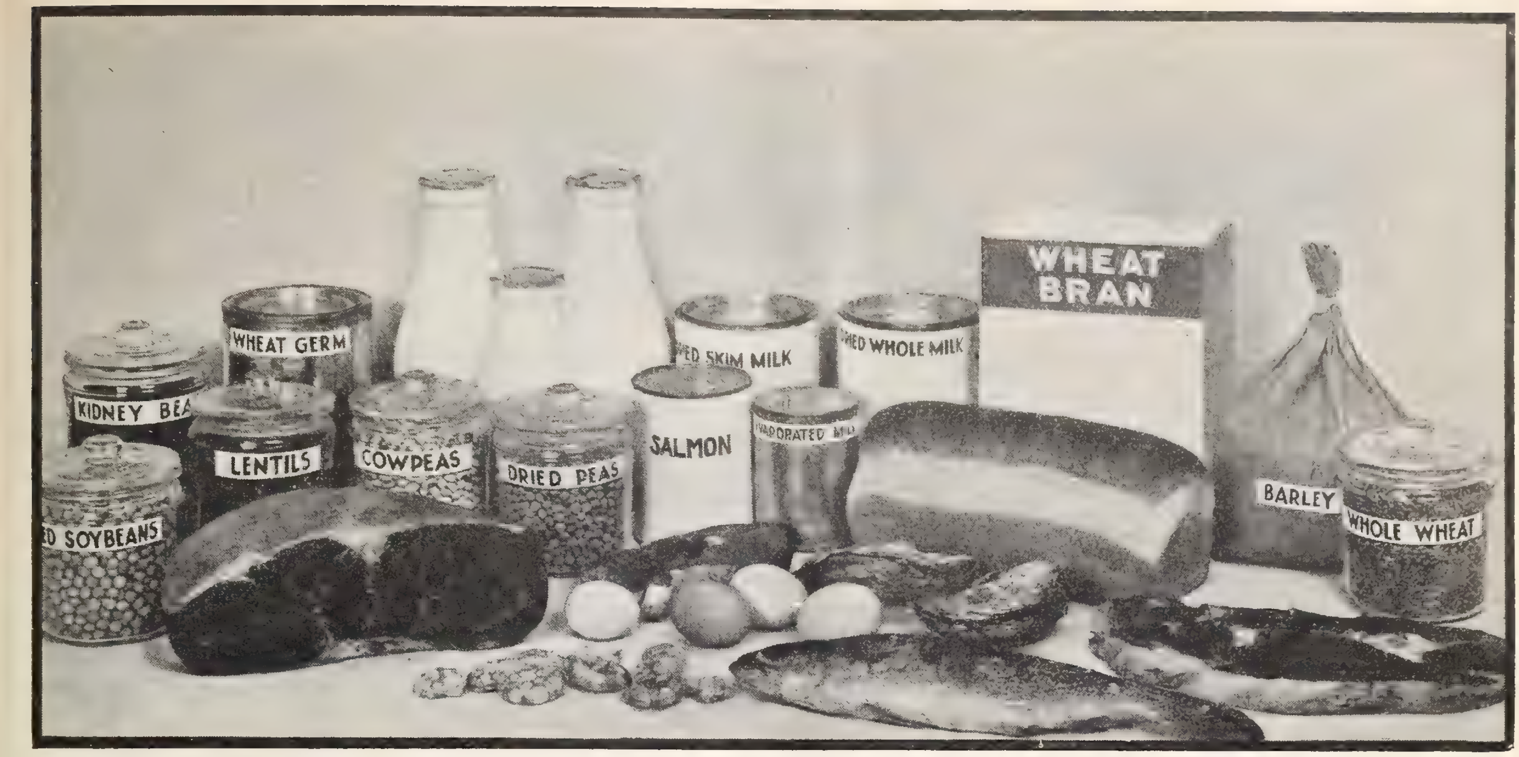
MARSH SEEDLESS grapefruit matures in midseason or later. Occasionally its flavor is somewhat less tart and sprightly than that of most seedy varieties. Extensively grown in Florida, the Marsh is the chief variety in citrus areas of the Southwest. About one-third the Florida crop is usually seedless. A half of the Nation-wide crop is made up of the seedless type.

PINK-FLESHED grapefruit, grown largely in Texas, is also produced in Florida. Foster is a pink-fleshed variety which originated as a bud sport of the Walters. Thompson is a pink-fleshed strain of the Marsh Seedless. The pink variety is finding some favor among consumers because of its unusual color, which lends an attractive note to salads and desserts. Otherwise there is little difference between pink-fleshed and normally colored grapefruit.

BUYING hints for consumers of fresh grapefruit include these fundamental pointers. Remember that good quality grapefruit are firm, yet springy to the touch. Look for well-shaped, thin-skinned fruit, heavy for its size, juicy, not pithy. Puffy, spongy, or coarse-skinned fruit are not noted for their high juice yield. Rough, wrinkled, or ridged skin often indicates a thick skin, to be avoided. Large, fancy fruits are very attractive, but often rather expensive, especially if they have bright and perfect skins without a blemish.

MOST of the blemishes found on grapefruit in the city markets are only minor. Scale, scars, thorn scratches, and discoloration affect only the fruit's appearance, not its eating quality. As a matter of fact, the reddish-brown or reddish-yellow color which sometimes over-

[Concluded on page 18]



Consumers can get their phosphorus supply from a wide variety of foods.

Bone Builder No. 2

Phosphorus teams with calcium to make bones and keep them fit and stable, but it does other important jobs in the body too.

HOLLOW CHESTS, knock knees, bow legs, bad teeth, and flat feet are minus marks in beauty but like many others they are also minus marks in health. They point to lack of necessary minerals and vitamins in the diet.

CALCIUM is the main mineral in the bone structure, but there we find it in the form of calcium phosphate. That means that the calcium has combined with phosphorus. Without the correct proportion of phosphorus, the calcium cannot do its major job, bone building.

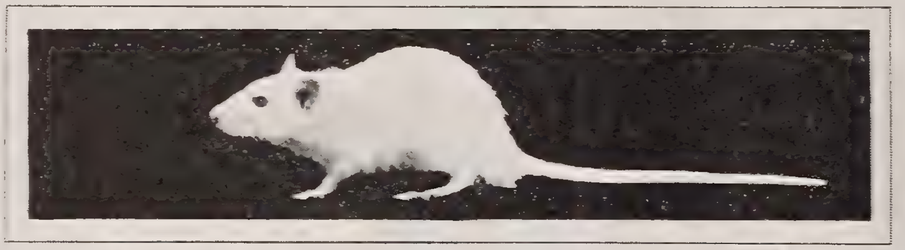
PHOSPHORUS, second largest mineral contribution to the body's weight, accounts for about a pound and a half in the weight of an average 150-pound man. Much of this phosphorus is in the bones but it is no such specialist as calcium. No other mineral, in fact, plays important parts in so many different essential functions. One of these functions is helping to keep the blood neutral—not too much acid nor too much alkali. Another is to keep up the proper liquid content of the tissues. But probably the most outstanding job phosphorus does is in the building of cells.

CELLS make up the body. They are so tiny that in one cubic inch of blood, for instance, there are 70 billion of them. To grow or develop, the body must multiply its cells. Different cells make different kinds of structure. Some develop into bones, some into nerves, some into blood, others into parts of the digestive system, and so on and on. The center of the cell, called the nucleus, governs its activities. In that nucleus of each of the billions of billions of body cells we

YOUNG CONSUMERS PAGE

Rats from the same litter, 9 weeks old

This rat did not have enough phosphorus. It grew slowly and weighed only 60 grams



This one had plenty of phosphorus, and weighed 115 grams

find phosphorus. The very life of the body has a direct dependence on the supply of phosphorus.

FOOD must give back what the body uses. For grown people that is not so much, for except when a human being is doing an extra job like producing or feeding children, or building muscles by athletic training, the job is merely one of mending and renovating and restoring. But a growing person has to feed his body the building materials for growth. He has to have enough phosphorus to keep the cells at work multiplying into a bigger and different body. When children go short on phosphorus they are hurting their chances for a good foundation of health for life. They need about one and one-half times as much as grown people need. Scientists have found a way of measuring the amount of phosphorus people should have. They set the minimum standard for growing children at about 1½ grams a day.

FOODS RICH IN PHOSPHORUS

- Almonds
- *Barley, whole
- *Beans, common or kidney, dry or fresh, shelled
- Beans, lima
- Brussels sprouts
- Buckwheat flour
- *Buttermilk
- Cheese, Cheddar or American
- Cheese, cottage
- Cheese, Swiss
- Chickpeas
- Clams
- Cocoa
- Collards
- Corn, green, sweet
- Cornmeal
- *Cottonseed flour
- *Cowpeas, or black-eyed peas, shelled
- Dandelion greens
- *Eggs, whole
- *Egg yolk
- *Fish
- Hazelnuts
- Kohlrabi
- *Lentils
- *Lobster
- Meats (having more than 6% protein)
- *Meats, lean or medium fat (having more than 12% protein)
- *Milk, whole or skimmed; evaporated, condensed, and dried
- *Oysters
- Parsnips
- Peanuts
- *Peas
- Pecans
- Rice, brown
- *Rice, bran
- *Rice polishings
- Rye flour
- *Sesame seed
- *Shrimp
- *Soybeans
- *Soybean flour
- Spinach
- Walnuts
- *Wheat, whole grain, graham or whole wheat flour
- *Wheat bran
- *Wheat germ

* Excellent.

ONE GRAM AND A HALF may not seem like very much, since it's only one three-hundredth of a pound. But stop to think how small are the quantities that foods provide.

CALCULATIONS of the richness of any given food in phosphorus might not hold good for every purchase a consumer might make in that line. The same food can vary in mineral content, since the mineral value of any specific crop depends on such factors as the soil where that crop was grown. The calculations on which the information in this article was based are the best available estimates of the average food of each type.

IN MILK you can be sure of the correct ratio of phosphorous to calcium. That is one reason why nutrition scientists insist on a quart of milk a day for growing people. One of the most important nutrition authorities, a noted specialist in this field, says: "A liberal level of milk consumption is highly desirable for several reasons—among them, because it is the surest means of providing an adequate intake of calcium well-balanced with desirable amounts of phosphorus, of protein, and of the vitamins. Some children store calcium at about the same rate with 3 full cups of milk per day as with four; but in order to insure all children a chance to do their best, the higher level of intake should be maintained wherever possible." The emphasis is his own.

Consumers' Bookshelf

Second edition* of a series of references to books, pamphlets, and other printed and illustrative material of value to teachers and leaders of consumer study groups. The mention of any material in this list does not imply an endorsement of the point of view of the author by the CONSUMERS' GUIDE.

HIGH SCHOOL TEXTBOOKS

Arithmetic

THE BUYER—SOCIAL ECONOMIC MATHEMATICS, by G. A. Boyce and A. C. Rosander under the supervision of Willard Beatty. 157 pp. mimeographed. A series of units in high-school mathematics to give students practice in thinking about social-economic problems. Among the topics considered are: (1) How Buying Today Differs From the Past, (2) Determining One's Needs, (3) Obtaining Information About Goods and Services, (4) Understanding Different Methods of Buying, (5) Protecting the Buyer. Address: Inor Publishing Co., New York, N. Y.

Economics

MODERN ECONOMICS, by J. F. Corbett and M. L. Herschkowitz. 1935, 601 pp. See chapter 11, pages 403-443, The Consumer and His Income. Address: The Macmillan Co., New York, N. Y.

Physics

EVERYDAY PHYSICS, by C. J. Lynde. 1934, 577 pp. The student is introduced to physics by a discussion of machines as they are used in his daily life and the principles which underlie their operation. Address: Macmillan Co., New York, N. Y.

Business-Economics Courses

Some schools offering consumer courses issue a syllabus and depend solely on library material for subject matter. Other schools using textbooks have generally selected one of the two books listed below.

BUSINESS PRINCIPLES EVERYONE SHOULD KNOW, by A. B. ZuTavern and A. E. Bullock. 1933, 440 pp. Address: H. M. Rowe, Baltimore, Md., and Chicago, Ill.

BUSINESS-ECONOMIC PROBLEMS, by H. G. Shields and W. H. Wilson. 1935, 713 pp. Address: Southwestern Publishing Co., Cincinnati, Ohio.

Education for the Better Care and Driving of Automobiles

MAN AND THE MOTOR CAR, by Albert W. Whitney, 1936, 256 pp. Text for a better driving course or a reference for a consumer unit on automobiles. Address: National Bureau of Casualty and Surety Underwriters, 1 Park Avenue, New York N. Y. One to 10 copies $1, over 10 copies 45 cents, transportation charges collect.

Home Economics for Boys

These recently published home economics texts for boys contain much material which has to do with the wise selection and care of goods.

THE BOY AND HIS DAILY LIVING, by Helen Burnham, Evelyn Jones, and Helen Redford. 1935, 363 pp. Address: J. B. Lippincott Co., Philadelphia, Pa.

SOCIAL PROBLEMS OF THE HIGH SCHOOL BOY, by Alba M. Lyster and Gladys F. Hudnall. 1935, 340 pp. Address: The Steck Co., Austin, Tex.

Home Economics for Girls

HOME LIVING, by Margaret Justin and L. M. Rust, 1935, 605 pp. Most home economics texts contain material of general consumer interest. Justin and Rust, however, were the first authors, so far as we know, to have a separate section on the consumer in a secondary school home economics text. In Section II, Unit I,

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*The first edition appeared in the CONSUMERS' GUIDE for October 19, 1936.

Present Day Consumer Interests of the Family, the following topics are discussed: (1) What determines the approach of the family to its consumer problems? (2) How can the family members be intelligent consumer buyers? (3) What are the ethical responsibilities of the consumer-buyer? (4) How may advertising and salesmanship influence consumer-buyer decisions? (5) What aid should our Government give the family in its consumer-buying? Address: J. B. Lippincott, Philadelphia, Pa.

Commodity and Equipment Testing Procedures

SIMPLE CONSUMER TESTS. Supplement No. I to Bulletin III. Address: Consumers' Project, Department of Labor, Washington, D. C. Free.

SOME SIMPLE KITCHEN TESTS TO DETECT THE ADULTERATION OF FOODS. 1918. Address: Kansas State Board of Health, Topeka, Kansas. Free.

WHICH IS BEST? SIMPLE TESTS OF HOUSEHOLD APPLIANCES AND SUPPLIES. Sixty mimeographed experiments with household equipment used in the household physics course at Teachers College, Columbia University. Many of these experiments are quite technical. Address: Professor C. J. Lynde, Teachers College, Columbia University, New York, N. Y. $1.15.

STANDARDS FOR FOOD PRODUCTS

The following material on Government standards for food products may be secured free from the Bureau of Agricultural Economics, Department of Agriculture, Washington, D. C.

(a) National Standards for Farm Products.
(b) United States Standards for Grades for Farm Products as Identified for Consumers.
(c) The Consumer and the Standardization of Farm Products.
(d) A Fruit and Vegetable Buying Guide for Consumers, 167 MP.
(e) Beef Grading and Stamping Service, 67 L.
(f) Commercial Cuts of Meat, 300 DC.
(g) Government Grading of Canned Fruits and Vegetables: Questions and Answers.
    One section of this manual is devoted to showing how the consumer interest is served in Government grading.
(h) Colored panel displays illustrating the official grade labeling of beef, lamb, veal, processed meats, poultry, eggs, butter, and canned fruits and vegetables are lent free to responsible organizations.

PUBLISHED CONSUMER RADIO BROADCASTS

CONSUMER TALKS given by Miss Rosamond C. Cook, Department of Home Economics, University of Cincinnati, over the Ohio School of the Air. 1935-36. Topics: 1. Begin With Ourselves. 2. How Does the Commercial World Influence Our Use of Money. 3. Ethics In Advertising. 4. What the Consumer Should Know About Trade Names and Trade Marks. 5. What Agencies Protect the Consumer? 6. Do We Buy Container or Content? 7. Style—Fashion—Obsolescence. 8. The Goods We Buy. 9. Some of the Meanings of Price. 10. Quality Standards in the Goods We Buy. 11. The Way We Pay for Goods. 12. Instalment Buying. 13. Consumer Credit and Loans. Address: Miss Rosamond Cook, University of Cincinnati, Cincinnati, Ohio. $1.

THE MARKETING SYSTEM AND THE CONSUMER, by Hazel Kyrk, Professor of Home Economics, University of Chicago, Chicago, Ill. 38 pp. mimeographed. A series of radio talks on the following topics: 1. Are Women Economic Imbeciles? 2. Why Does It Take Half the Consumer's Dollar to Cover Marketing Costs? 3. How Buyers Can Get the Goods They Want More Cheaply. 4. Shall We Pay Cash? 5. What Type of Retail Establishment is Best? 6. Do Grade Ratings and Labels Help in Buying? 7. Of What Help Are Testing Bureaus? 8. What About Advertising? 9. What Should Buyers Expect From Sellers. 10. What Sellers Expect From Buyers. Address: Dr. Hazel Kyrk, University of Chicago, Chicago, Ill. 75 cents.

CONSUMER RADIO SERIES—MORE FOR YOUR MONEY. Sponsored by National Advisory Council on Radio in Education. Topics: 1. Capsules for Consumers, by William Trufant Foster. 2. Millions for Mars, by Solmon O. Levinson. 3. Hard Times With Easy Payments, by James M. Curley. 4. How to Reduce Interest Rates, by Earl E. Davidson and Le Baron Foster. 5. The Consumer's Stake in Sound Money, by Marriner S. Eccles. 6. Science Points the Way, by Karl T. Compton. 7. The Consumer's Stake in the New N. R. A., by Emily Newell Blair. 8. News Behind the News for Consumers, by Richard Waldo. Address Dr. William Trufant Foster, Pollak Foundation, Newton, Mass.

SCIENCE IN BUYING. A series of eleven radio talks sponsored by the Kaufmann Department Stores. 1934. 105 pp. Address: Kaufmann Department Stores, Inc., Pittsburgh, Pa.

When the new PWA-built Department of Interior Building is completed, many scattered offices can come home from rented working spaces.

Consumer-Farmer Briefs from Washington

COUNTRY and city coal consumers should know of services performed for them by the Consumers' Counsel of the National Bituminous Coal Commission. Performing the functions laid down by Congress in creating the office, the Counsel is now actively presenting the consumer's case in a question of proposed freight rate increases before the Interstate Commerce Commission. In another proceeding earlier in the year, this new Consumers' Counsel successfully opposed continuation of emergency extra freight charges on coal.

LEGISLATIVE provision of the office of Consumers' Counsel as part of the so-called "Guffey Bill" which created the National Bituminous Coal Commission, made history in consumer protection. Congress directed in the Act that this new office be a part of the Department of the Interior, under a Consumers' Counsel appointed by the President and confirmed by the Senate.

DUTIES of the Counsel are not only to "appear in the interest of the consuming public in any proceeding before the Commission", but also to "conduct such independent investigation of matters relative to the bituminous coal industry and the administration of this Act as he may deem necessary to enable him properly to represent the consuming public before the Commission." He may offer testimony and argument, examine and cross-examine witnesses and parties to the proceeding, and may require the Commission to summon witnesses to testify in its proceedings. The Commission is required by the law to get information the Counsel finds to be in the interest of the consuming public, and must conduct any investigation within its powers at the request of the Counsel.

A statement from the Consumers' Counsel of the NBCC has recently gone out addressed "to all consumers of bituminous coal." It reports "the announced purpose of the railroads again to endeavor to make permanent increased rates on bituminous coal, and thus add permanently more than $30,000,000 to the transportation burden of consumers and the coal industry."

REPORTING evidence collected during the progress of the case, the Consumers' Counsel stated that while average 1935 return on a ton of coal at the mines was only $2, "the average railroad freight revenue per net ton of bituminous coal in the same year was $2.24."

CONCLUSION of the statement from the Consumers' Counsel to his clients, the consumers of coal, follows: "The action of the railroads is a matter of material importance to every consumer of coal, and this office will act in the interests of coal consumers generally. Expressions of opinion and supporting facts are therefore invited as to the effect on consumers of the proposed bituminous coal freight rates."

COPIES of the complete statement may be obtained by writing to the Consumers' Counsel, National Bituminous Coal Commission, Washington.

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EVENING SCHOOLS in agricultural economics and livestock marketing are scheduled this winter for farmers in 26 Illinois counties, according to the Illinois Extension Service. The program will include discussions on why farm prices change, the farmers' interest in taxation, and the farmers' interest in world trade.

GRAPEFRUIT SEASON IS HERE

[Concluded from page 12]

casts the normal yellow color of grapefruit makes the fruit bring a premium price in some markets. In other markets, such "russet" fruits are cheaper than those normally colored. It's purely a matter of personal preference in different communities, because russet color has no effect at all on grapefruit flavor.

DECAY does have an effect on the flavor, however, and decayed fruit, flat and bitter tasting, should be avoided. You can spot decay by a soft, discolored area on the peel at the stem end of the fruit. Or it might be a water-soaked area, the natural yellow color gone, and the peel so soft and tender it breaks when you press your finger on it.

GRAPEFRUIT come packed anywhere from 28 to 150 in a box, according to size of the individual fruit. Largest fruits are known as "28's" (28 in a box), then come 36's (36 in a box), 46's, 54's, 64's, 70's, 80's, 96's, 126's, and 150's. The 150's are the smallest. Diameter of the 36's runs from 5 to 5-9/16 inches. Diameter of the 126's runs from 3-5/16 to 3-11/16 inches. Boxes of California and Arizona grapefruit weigh, on an average, about 60 pounds. Boxes from Florida and other States weigh about 80 pounds.

AT HOME grapefruit should be kept in a cool, dry place. It is a good idea to place the fruit in the refrigerator for a few hours if you like it chilled when you eat it. Fortunately, because grapefruit is available practically the year round, there is no need for long-time home storage.

COLOR of grapefruit is generally no definite guide to ripeness or maturity. Green-colored fruit may sometimes be ripe, and yellowish fruit unripe. Some packers, to bring out the color that consumers demand by tradition, treat their grapefruit with ethylene gas. If applied to fruit that is really mature, this treatment has nothing harmful in it. It does not add color to the fruit. It tends rather to bring out natural latent color by destroying the green chlorophyll in the fruit skin. (Full details appear in the CONSUMERS' GUIDE for July 22, 1935.) It makes the fruit look as ripe as it is. So long as the ethylene process does not conceal any inferiority in the fruit, it does not violate the regulations of the Federal Food and Drugs Act. Risk of immature grapefruit is greatest early in the season. During grapefruit's flush months, chances are that most of the fruit on retail markets will be quite mature.

QUALITY STANDARDS drawn up by the Bureau of Agricultural Economics of the United States Department of Agriculture exist for grading fresh grapefruit. These standards are useful primarily to growers and handlers. No one is required to use them. Florida, on the other hand, has drawn up compulsory quality standards for grapefruit grown in that State. In its Citrus Commission Law, Florida requires compulsory inspection and Government grading. This work is done by State inspectors and graders, using the voluntary standards of the United States Bureau of Agricultural Economics. Cost of grading is about 1 cent a box. The grade of the fruit, or a label representing a definite grade and registered with the Florida Citrus Commission, must be stamped on the grapefruit box.

NO NATION-WIDE law exists defining what is a mature grapefruit, but Florida has such a law. Under its law, the chief factors for judging maturity are juice content, and ratio of sugar to acid in the juice. Minimum ratio of sugar to acid is 5½ to 1. At this ratio, however, the fruit must contain at least 11 percent of sugar in its juice. A size 150 grapefruit, to be considered mature, must further contain not less than 120 cubic centimeters of juice in its flesh and pulp. Requirements go up with larger-sized fruit. A size 28 grapefruit must contain not less than 290 cubic centimeters of juice.

CANNED GRAPEFRUIT grade standards, drawn up by the Federal Government, have been in effect since January 25, 1934, but here again these standards are voluntary. No canner is required to use them or show the grade on the label of his product. Grade ratings are based on four factors: Uniformity of size; absence of defects; character of the fruit (texture, condition of flesh, maturity); and flavor. Information on the conditions under which these grade ratings are used appeared in an article entitled "Standard Facts", in CONSUMERS' GUIDE for July 27, 1936.

CANNED GRAPEFRUIT and grapefruit juice today play an important part in the grapefruit industry. After several years of experimenting, the first commercial Florida pack of canned grapefruit was ready for the 1920-21 season. Now millions of cases yearly help make it easy for consumers to buy grapefruit during every month on the calendar.

METHODS of canning call for the use of "culls" or "grove run" fruit. These types, in no way below standard for food properties, are not quite suitable for sale as fresh fruit because they are blemished, misshapen, too large or too small. Fruit for canning are generally picked from the trees at a later stage in the ripening process than fruit for fresh sale. This accounts for the mature flavor of canned grapefruit, and the minimum astringency and bitterness.

METHOD of sweetening canned grapefruit juice until recently was left to the discretion of individual packers. Many of them used not sugar, but a watery sugar sirup which sometimes made up as much as 25 percent of the can's total contents. Result was that consumers had to pay grapefruit-juice prices for water. Food and Drug officials then stepped in with a ruling that grapefruit juice, if sweetened, must be sweetened with dry sugar, and the can clearly labeled to show this.

VITAMINS are perhaps grapefruit's chief contribution to human nourishment. In Vitamins B and G, grapefruit ranks as fair, but in Vitamin C, the scurvy fighter, it is one of the top-notch foods. Commercial canned grapefruit compares pretty favorably with the fresh fruit in respect to Vitamin C. No more than 10 or 15 percent of the Vitamin C content of grapefruit is lost during the canning process.

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TIPS ON FESTIVE FARE

[Concluded from page 6]

bigger than the harvested acreage of last year, and well above average. Observers in the Delta area of California where four-fifths of the State's celery is grown say that it is in fine condition. Prices are correspondingly lower.

CRISPNESS is the key to celery quality. It should be medium in length, thickness, and solidity. If the stalks are brittle enough to snap easily you can expect to find a good well-developed heart. Look out for pithy, stringy, open-textured celery with air spaces in the middle. Check for blackheart and for insect injury by separating the branches and studying the heart.

BRUSSELS SPROUTS come to market in November in their highest quantities of the year. They rank as "good" for Vitamin A and excellent for Vitamin C, along with slight contributions of other vitamins and iron, and a good supply of phosphorus. Look for those that are hard, firm, compact, fresh, and with a good bright green complexion. If they are puffy, they can still be eaten but will not taste nor look so fine. Age shows in yellowed leaves and a general wilted appearance. Worms mean much waste and you can spot their presence by the damage they've done to the leaves. It is harder to check on plant lice but it's wise to look closely on the inner surfaces of the leaves to be sure they are free from them and so are fit for food.

TURNIPS make their big appearance of the year in November, too. They boast an "excellent" rating in Vitamin C, and are a fair source of Vitamin B. The best turnips in the market are the ones that are smooth, firm, with few leaf scars around the crown, and with very few fibrous roots at the base. The tops, which themselves make a multiple-starred showing on the nutrition chart, point to quality in turnips. They should be fresh, green, young, and up and coming. If they are yellowed or wilted they may have been damaged or kept too long. If the turnips are soft or shriveled they may be tough when cooked. Lift a turnip and make sure it is good and heavy.

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NEW HAMPSHIRE consumers receive up-to-the-minute information on food price changes. Their State Bureau of Labor issues a "Consumers' Service" bulletin at regular intervals, listing price changes in Concord and sometimes in Manchester. Commodities covered include cereals, meats, dairy products, eggs, and fruits and vegetables. Along with price tables for the various foods the Bureau sends out a page of comment on the price situation and outlook. This is all part of a "Cost of Living Survey" which the Bureau is conducting.

★

NATIONAL farm cash income increased 64 percent from 1932 to 1935, $4,328,000,000 to $7,090,000,000. Shipment of goods from industrial States to agricultural States during the same period showed a parallel increase, according to a report by the Agricultural Adjustment Administration. Specifically, shipments from 16 northern and northeastern States rose 60 percent from 1932 to 1935.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

Issued by the CONSUMERS' COUNSEL of the
AGRICULTURAL ADJUSTMENT ADMINISTRATION
in cooperation with the
BUREAU OF AGRICULTURAL ECONOMICS
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Consumers' Guide

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DEC 1 - 1936

Checking Your Weights and Measures

Consumers' Queries and Comments

INFORMATION on wise buying is a major need of rural consumers, according to reports made by delegates to the annual Farm Family Living Outlook Conference staged by the Department of Agriculture in Washington the last week in October.

INVITED by Consumers' Counsel to bring to lunch the problems of consumers in their States, six home management specialists of the Department of Agriculture's Extension Service gathered with Washington consumer representatives.

RURAL HOMEMAKERS throughout the country press the agricultural colleges for consumer facts, reported these six extension workers. Farm women want to learn how to read labels, how to buy by grade, and how to make simple quality tests.

MAJORITY OF such requests are appeals for shopping clues. Women want suggestions that eliminate guesswork and assist them to develop wise buying habits. They ask specific questions--"What kind of soap is best?" "What kind of washing machine shall I buy?"--and they expect helpful answers.

STATE agricultural colleges have put some buying information into housewives' hands ever since 1914 when Congress created the Extension Service. But lack of information on many products and the uncertainty of consumers' wants impeded progress.

HOME management specialists and their county aids, home demonstration agents, cannot recommend or criticize branded products. Instead they outline points to look for when buying, and attempt to teach consumers how to recognize these points when they see them.

ELECTRIFICATION in rural Iowa stimulated requests for assistance in buying home electrical equipment. This new demand illustrates a full-grown need for buying help. Farm women asked buying experts of the State Agricultural College to advise them on types of stoves, washing machines, and other electrical house aids.

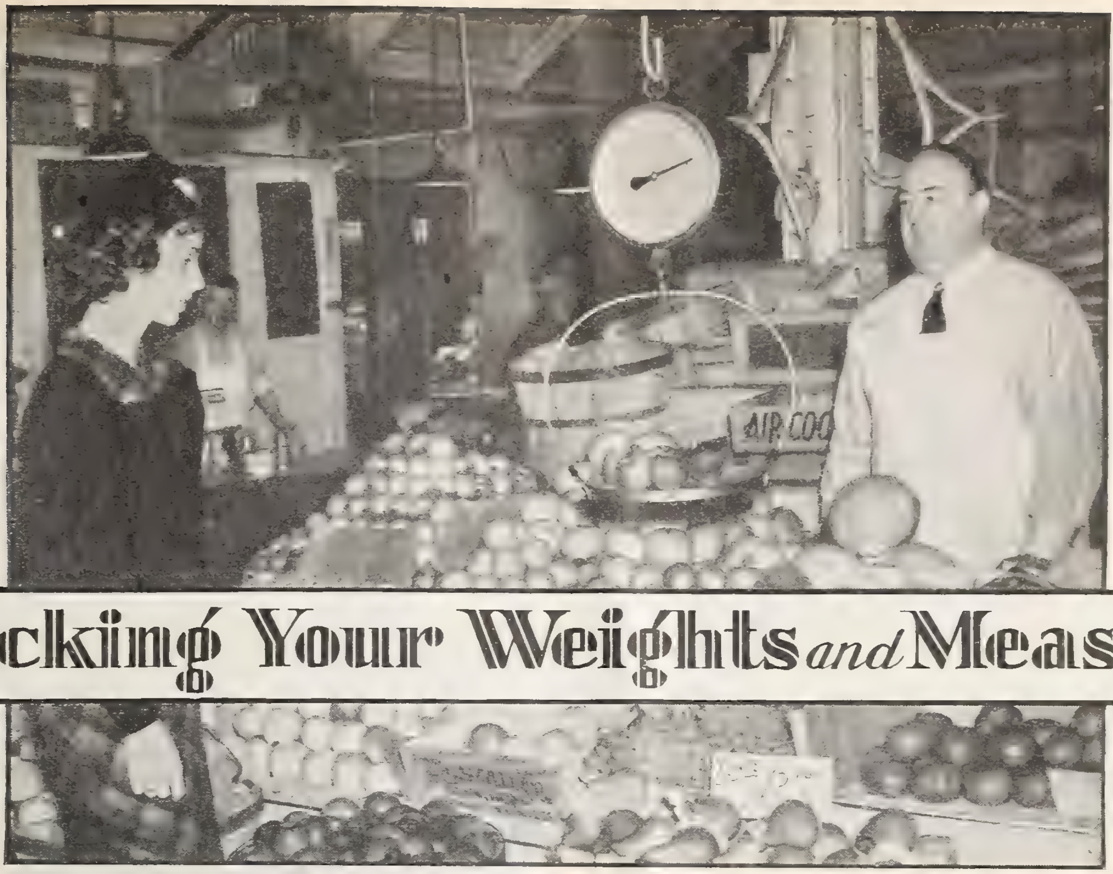
ONE Iowa housewife wrote the State College: "Cooking for my family of six takes up the major part of my time. I often think that a stove better adapted to my needs would save me time and effort. Can you tell me what type of stove and how large a stove I should buy, and how much I should pay?" The letter was answered with the help of technicians in the Equipment Division of the college.

MANY HOMEMAKERS in New York State wanted to cut household bills, but did not want to endanger family health or unduly lower family living levels. They asked the State College of Agriculture for help. In response the Department of Home Economics and the State Agricultural Extension Service prepared a series of consumer bulletins on "Low cost food for health"; "It pays to buy food wisely"; "The purchasing of sheets and pillow cases"; and "Your money's worth in buying furniture." These formed a factual background for groups of rural women who studied purchasing methods. To city consumers the college sent lecturers who spoke on buying problems. In 1935 over 1,400 New York State rural women reported improved practices in household buying.

CONSUMER STUDY kits proved to be one answer to the problem of getting information to those women who do not attend meetings where it is available, suggested by the specialist from the University of Minnesota. The kits would contain study programs and materials, buying tips and sources of information. Women could use the materials individually or could organize into small study groups.

URGENT need, according to Alabama's representative, is for information that would help purchasers evaluate different goods, services, and needs when there is an opportunity for choice as between purchases. Buying kitchen equipment is a current problem in Alabama and illustrates the point. Many women spent all available household cash on sets of kitchenware sold by salesmen who recently swept through the State. Although the merchandise was good quality, the question arose as to how much of the equipment budget should be allocated to pots and pans.

IOWA'S home management specialist described a consumer survey made to discover what farm women would buy with the first advance in agricultural income. First on the shopping lists were stoves, paint, and furniture for children's bedrooms. Information was made available giving prospective purchasers valuable tips on how to select, and in the case of stoves, how to care for their merchandise after purchase. To make this information do the most good it stressed general buying tips applicable to other purchases.



Checking Your Weights and Measures

When you get 16 ounces in every pound you buy, credit goes first to your marketmen, but back of them to a long line of guardians of public service and scientific precision

SCIENCE stands behind the scales on which your butcher weighs your pound of round steak. Across the ocean in Paris, safely kept in a vault deep underground is the ultimate kilogram, gage by which your butcher knows he is giving you one pound. Not that your butcher ever sees the Paris international standard kilogram. But if the avenues are kept as open as they should be by weights and measures officials in between, the line of contact is direct.

BEHIND your grocer every so often there stands or should stand an inspector from your local weights and measures office, if you have one. This inspector checks the grocery scales by his field weights. Back in the office he checks his field weights by the official municipal, county, or township office weights. These weights are checked in turn with State working standards. The State working standards are checked by State office standards, and these less often by State primary standards which in turn go to the National Bureau of Standards in Washington every 5 or 10 years to be retested and have their corrections determined by the Bureau's working standards. One more step and we reach the highest court of appeal on the avoirdupois pound. Its weight is checked with the primary standard of weight, a kilogram cylinder of specially treated platinum-iridium alloy. And this is the last step before the international standard kilogram in Paris.

EVERY WEIGHING device is a delicate instrument needing careful attention and periodic testing to make sure it gives honest measure. Putting it medically, diseases of weights and measures are accident, deterioration, and tampering. Remedy for these diseases, again speaking medically, is vaccination with inspection at regular intervals. Agencies which give their constant cooperation in checking all scales might be called the doctors and nurses. These agencies, departments of weights and measures, set up and maintain standards for all weighing and measuring instruments in business use.

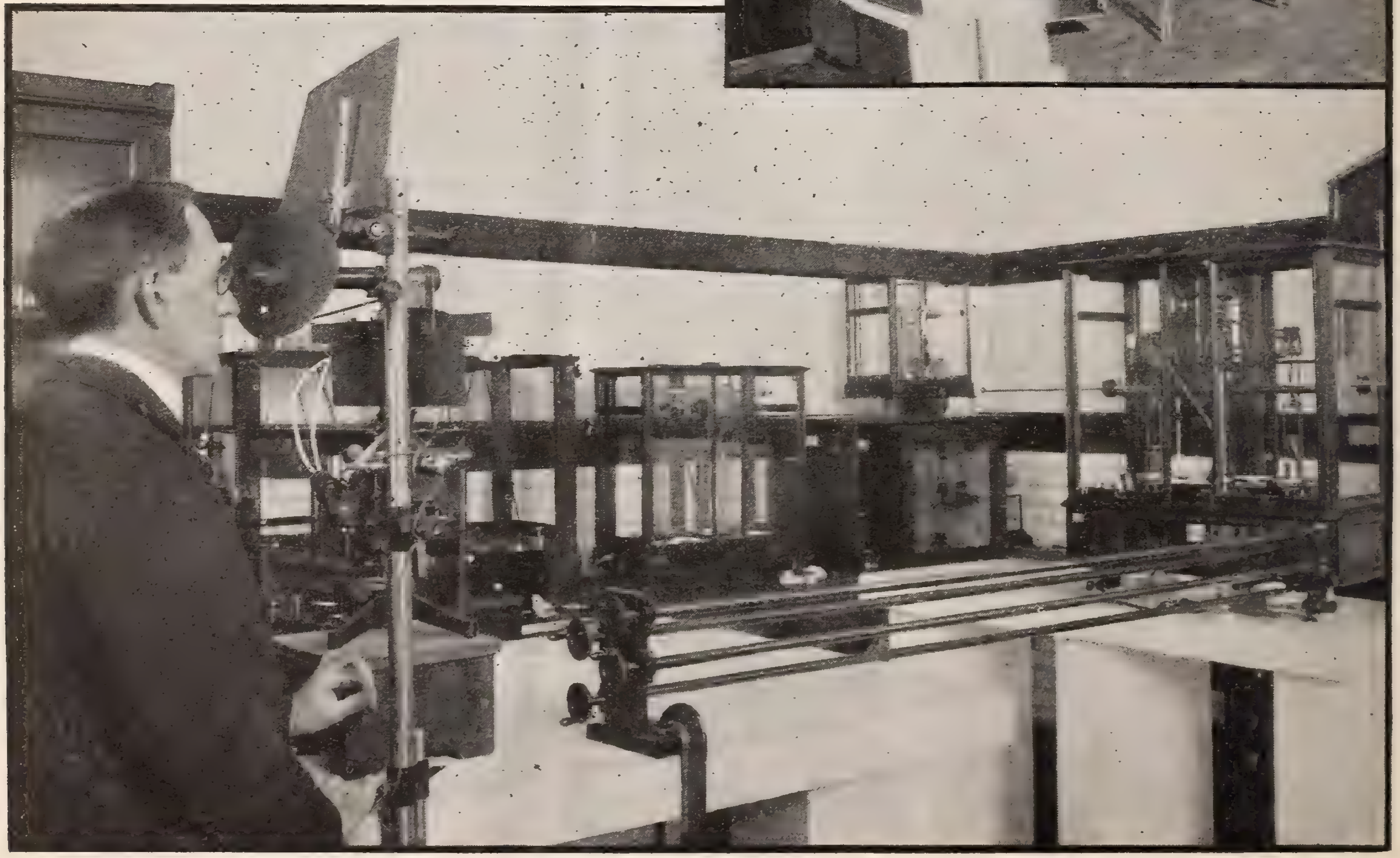
TO DO an efficient job, however, any department of weights and measures must have community interest and support. It must be granted enough money to hire and train all the alert and thoroughgoing inspectors it needs. It should have enough funds to buy modern and adequate testing equipment. Support of this kind, along with the help of the legal and administrative bodies of the Government, will assure a complete job of weights and measures protection for consumers.

EVERYONE almost every day buys or sells something by weight or measure. Food of all kinds, coal, gasoline, fuel oil, are only a few daily necessities that we buy by pound or gallon. Consumers on low incomes, because they buy chiefly in small quantities and consequently have to make frequent purchases, are doubly concerned that weighing and measuring instruments be accurate. These instruments, which we are so accustomed to take for granted, play a more prominent part in our daily lives than many of us suspect.

MERCHANTS, too, want accurate scales and measures. Aside from the fact that no honest tradesman wishes to be paid for more merchandise than he delivers, it is essential that what weighs a pound on scales in one store should weigh exactly a pound on scales in all other stores. Otherwise there would be an unfair advantage in favor of the dealer whose scales allowed him to sell 14 ounces of food, shall we say, for the same price at which other dealers were selling a full pound.

The Government polices the "net weight" label on your pound of butter.

Using a high-precision scale in the Bureau of Standards, top American authority on weights and measures.



Consumer groups make practical tests in studying weights and measures.

TO MAINTAIN fair dealing in buying and selling, there are things we can do and there are things done for us. Inspection and testing of weights and measures are among the things done for us. How well they are done depends largely on the financial support given the weights and measures office by the community.

YOUR local weights and measures man, ideally speaking, periodically inspects and tests the scales in every butcher shop, grocery store, and vegetable store in town. He checks the gasoline pumps at service stations and watches coal scales to see that a ton, as weighed on the dealer's scales, really is a ton. And if any other commercial transactions involving weight or measure take place, you can be pretty sure he has been around to see that the scales are O. K. (Granted, of course, that low appropriations aren't forcing one man to do five men's work.)

IMPARTIAL arbiter, the weights and measures official safeguards the interests of both buyer and seller. In case of alleged short weight or any other related dispute, either party may appeal to him. He then determines exactly how much merchandise was sold, tests the condition of the weighing instrument, and takes steps to stop an unfair practice or secure the legal punishment of an offender. As part of his job, he carries on investigations necessary to uncover and put a stop to short weighing or measuring. He is prepared to carry a case into court and assist the prosecutor in every possible way.

ACTIVITIES of a weights and measures official, however, include far more than inspecting, testing, and prosecuting. After testing is completed, measuring devices must be marked with a "seal" to indicate their approval for commercial use. This seal is sometimes a metal tag, a piece of paper with a gummed back, a cloth or paper tag complete with eyelet, or a stencil mark. Often a lead and wire seal is used. But whatever the method, the seal is the O. K. of the inspector. Look for the seal on the scales in your retail store next time you go out to shop. The inspector gets around to every scale once or twice a year, more often when he makes unexpected testing tours, and still more often when appropriations for the service are sufficient to put enough inspectors on the job.

EQUIPMENT found inaccurate, worn out, conductive to fraud, or tampered with for dishonest purposes is removed from use until it can be repaired. If equipment is too far gone for repairs, the inspector "condemns" it outright—has it destroyed.

CHECK-WEIGHING or check-measuring packages delivered or about to be delivered to customers is another function of the weights and measures man. The inspector also helps to educate buyers and sellers in general as to their rights and duties under the weights and measures laws. He teaches consumers how to protect their interests. On the other side, his work is needed to assure merchants that their equipment is accurate and correct.

BUYING CAUTIONS for consumers start with the rule that it is better to buy by definite quantities and check the amount you receive. Avoid asking for a "dime's worth" or a "quarter's worth", or a "basket" of this or that. Buy by the pound or gallon or peck or yard, not by cents' worth. When buying by weight, make sure that the scales register exactly zero before anything is weighed on them, then read the scale while your purchase is being weighed.

BE SURE that weighing and measuring devices with which you are served bear the inspector's seal of approval. Learn to expect the same accuracy in quantity measuring from a peddler or transient vendor as from a store merchant. Remember that all of us have a responsibility in this matter of correct buying methods and accurate weights. Any violations of the weights and measures law should be reported to the official, for the protection of yourself and the whole community.

CHECKING the weight or measure of your purchases at home needs reliable apparatus. Your local weights and measures man will be glad to inspect and test your home scale to make sure it is correct. Handle your home scale carefully, keep it in balance, and keep it clean and dry. Be sure to weigh net weights—this means the commodity itself without wrappings, heavy coverings, or cardboard cartons.

UNTIL you know the quantity of food actually delivered to you, you cannot figure out the definite cost price. You may know the quality and you may know how much money you spent, but this information is not complete for determining cost. Accurate home scales give you the missing factor. Low advertised prices, apparently attractive, if accompanied by short weight or short measure may not really be low.

TO CHECK meat weight properly, ask your butcher to deliver all the trimmings along with the meat. You have paid for them, and unless you have them, there is no way for you to check the actual weight of what you've bought. There are 2 or 3 steps to checking the weight of goods in original packages. First step is to get the gross weight—package and all. Mark this in pencil on the outside of the package. After you've emptied the contents, weigh the container again. Subtract container weight from gross weight, and you've learned the true net weight. This must, according to law, equal or exceed the weight printed on the label. If you discover a shortage in weight or measure, you should complain just as hard about it as if you discovered a shortage in change.

LOCAL, State, and Federal agencies cooperate in the problem of weights and measures. Actual enforcement of laws and regulations, however, is altogether a State and local matter, depending almost entirely on State and local appropriations. The National Bureau of Standards, Federal agency chiefly concerned with weights and measures, acts mainly in an advisory capacity. It promotes uniform action in weights and measures administration throughout the country, and serves as a clearing house for information on the subject. The Bureau also sends out weights and measures bulletins and cooperates with local officials on technical details of inspection. Bureau staff members, familiar with practical field problems, freely offer the results of their experience to all weights and measures inspectors.

WORK at the Bureau early in the century led to formation of the National Conference on Weights and Measures. Unofficial organization with no authority to enforce its recommendations, the Conference nevertheless exerts a powerful influence on weights and measures affairs.

AMONG its principal objectives, the Conference seeks to place weights and measures administration, as a national institution, on a basis approaching uniformity. It looks toward adopting the most efficient methods for carrying on all phases of the work. Its annual meetings bring together officials and others interested in weights and measures laws from all sections of the country, and gives them opportunity for interchange of problems.

BUREAU of Standards acts further as custodian of the national standards of length, weight, and capacity. To understand the use of these, we have to go back to the year 1836, when Congress, after passing a law recognizing certain

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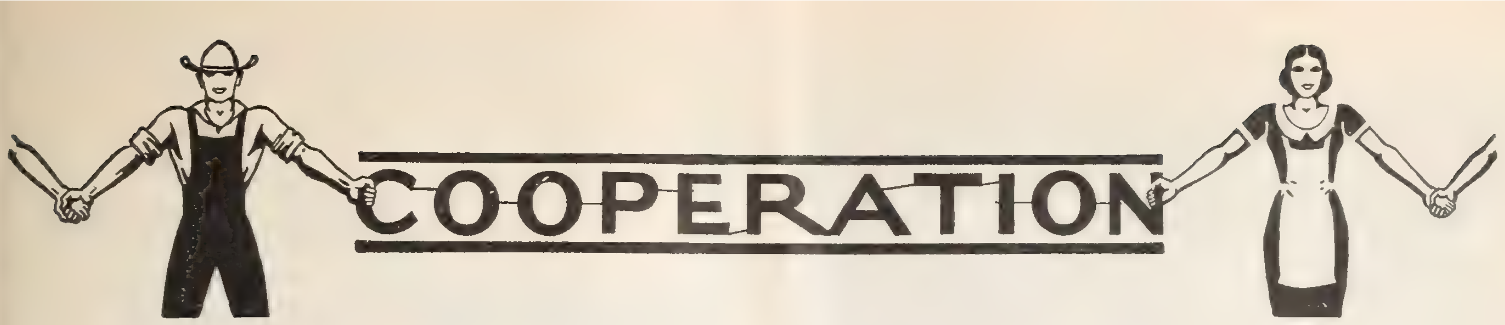

COOPERATION

Many farmers and consumers are exploring the cooperative way of making and marketing their necessities as a two-way route to a greater purchasing power and a better living. Farmers look to cooperative purchasing to cut their costs of production and to gain for themselves a larger share of consumers' dollars. Consumers look to cooperation to cut their living costs and to make possible greater consumption of farm products. Whether costs can, or should, be cut in this way is the subject of much discussion. Many besides those engaged in the field are interested in learning what the cooperatives are doing.

"OUR RECORDS show that the first 7 months of 1936 nearly equal the 1935 total business." Thus writes the manager of the Farmers' Union Cooperative Association at Conway Springs, Kans. Organized in 1930, this cooperative today has about 400 members, to whom it sells gasoline, kerosene, distillate, oil, grease, and miscellaneous products.

★

STRAWS in the cooperative wind from New York: A chain of 11 cooperative cafeterias served over a million meals last year, and did almost half a million dollars' worth of business... A co-op at one of New York's model housing projects distributes milk, eggs, oranges, butter, coffee, and tea to its 100 members. After 5 months of business it declared an 8 percent dividend... A furniture fire insurance cooperative organized in 1872 now has 67,000 members and over $85,000,000 worth of fire insurance in effect... A cooperative mail order house in New York has completed its third year of operation with a business of $100,000. This co-op tests more than 200 household commodities in its own laboratories, and sells to individual members and consumers' clubs in all parts of the country.

★

POOLING their purchases of ice cream, candy, hosiery, ties, shirts, toiletries, canned goods, laundry and dry cleaning, coal and petroleum products, Ohio Farm Bureau employees started their own Rochdale cooperative. Their store is a small room in the back of a Farm Bureau office building. From January to June this year they did more than $20,000 worth of business, and declared a patronage dividend of 5 percent. One cooperator received a dividend check of $23.08. Most of the 460 people employed at the Farm Bureau offices belong to the co-op.

★

INTERESTED in reports of the business done by an oil cooperative in a nearby town, a man from Estelline, S. Dak., told some of his neighbors about it in June 1930. Now the Estelline Cooperative Oil Co. has 310 members and about 500 customers who in time will become members. The stock in trade has spread from gasoline and fuel oils to tires, tubes, and groceries. The cooperative has returned some $20,000 in savings to the community.

★

EASTERN States Farmers Exchange, of Springfield, Mass., did a cooperative business of over $14,000,000 in 1935. In June 1936, it distributed 1,329 cars of poultry, dairy, and livestock feed, an increase of 266 percent over June 1935. Paint purchases were twice those of last year. Other departments also showed substantial increases.

★

GREEN CITY, MO., with a population of less than a thousand, has a cooperative oil company, credit union, grocery store, and buying and selling agency for feed and produce.

★

DEBATERS in 150 midwestern colleges and universities are arguing the pros and cons of cooperation this year. The subject is "Resolved, that the extension of consumers' cooperatives will contribute to public welfare." Estimates indicate that cooperation will be debated about 5,000 times this winter, before hundreds of thousands of people. Debate contests will take place not only among different groups within each college, but also in intercollegiate competition and in State and interstate tournaments.

★

8,000 WOOL GROWERS in Ohio and nearby States market their wool through the Ohio Wool Growers' Cooperative Association. In 1935 the Association handled over 3,000,000 pounds of wool. The organization receives wools, grades them at its own warehouse, and sells direct to mills through a sales agent. On the educational side, the Association works toward improving production practices, quality of the wool clip, and preparation of fleeces. It also serves its members by carrying a complete line of wool growers' supplies.

★

ORGANIZED CONSUMERS in the District of Columbia, after opening a Cooperative Educational Center, started publication of a monthly bulletin, set up a speakers' and writers' bureau, and established half a dozen neighborhood buying and study clubs. Among the products which members can now buy through their cooperative society are groceries, milk, coal, wood, clothing, books, and magazines. A gasoline business sponsored by the co-op is now open, and plans are under way for an agency to sell automobile insurance on a cooperative basis.

★

NEW PLANT for handling eggs and poultry is going up as the latest addition to the Farmers' Union State Exchange in Omaha. A cooling room and poultry-killing room will be features of the building. Though the Exchange is chiefly a consumers' cooperative wholesale, it also markets produce for its members.

CHECKING YOUR WEIGHTS AND MEASURES

[Concluded from page 6]

weights and measures as standards for America, furnished each State with copies of these standards. Some States still use the copies presented to them by Congress.

CAREFUL handling is the rule for primary and office standards of weight. In fact, "handling" isn't quite the right word because special lifters, not human hands, touch these weights when they must be moved about. Every possible precaution helps to keep away accumulations of dust or foreign material. Other enemies of accurate standards are moisture, corroding gases, abrasion, and scratches. First line of defense against these enemies consists in keeping the standards under glass, in a closed cabinet, or in lined, closed boxes.

CHAOS would be the result if standards used to test weighing and measuring equipment didn't agree among themselves. There'd be no limit to the confusion if one inspector's pound standard weighed 15 ounces, and another's 17 ounces. The same confusion would prevail if inspectors were careless or tests inaccurate. Business can function smoothly, and consumers can be protected really, only if standards of weights and measures all over the country agree. Custodial efforts of the Bureau of Standards help bring about this agreement.

INDIVIDUAL States enact their own laws on weights and measures. This is usually according to one of three general plans, depending on the distribution and density of population within the State. Under the first plan, the State office of weights and measures has direct charge of all supervision and inspection within the State. This plan is best suited to States with few cities, or with the population scattered over wide areas.

SECOND PLAN is a dual system—State and local officers share the inspectional work. This plan works well in States where there are a number of large cities and also considerable areas only sparsely populated.

UNDER the third plan, used chiefly in densely populated States, all inspectional and testing work is performed by local officials. The State department supervises the work of the local men, periodically tests their standards, and issues general rules and regulations.

MAXIMUM efficiency under any of these plans, however, comes only when the office of weights and measures is provided with sufficient funds to carry on its work thoroughly and scientifically.

Food for Every Budget

As a guide to wise expenditures for families of different size and financial set-up, the Bureau of Home Economics has published "Diets to fit the Family Income."*

KITCHENS are seeing new things happen inside their old walls these days. Tables dedicated to rolling biscuits are cleared for cost accounting. Dishes done and put away, children settled to their homework, the family purchasing agent settles to some new arithmetic of her own. These new calculations can bring order out of chaos, certainties of safety from vague hopes for miracles.

GOAL is a plan built to measure for this particular family, to assure each member the best possible food foundation for health in return for what money the family can spend.

GUIDE toward this goal for every family is the new publication of the Bureau of Home Economics, "Diets to Fit the Family Income."

GUESSWORK in food buying is not safe for many families. Mistakes are expensive luxuries. A budget must be luxurious to cover them. Below a certain point on the financial scale, families cannot afford any mistakes in food buying. Pennies must pull their weight in nutrition. When they don't, the diet is out just that much of its nutrients needed for health. Budgeting those pennies is the first step toward making them bring in their maximum nourishment.

BUDGETS are individual matters. No two families have the same requirements, the same problems, the same objectives. A ready-made budget won't do. Each family must roll its own. Yet making a budget calls for technical precision. It takes the modern scientific knowledge of an expert in the field of food economics to stretch a slim income to cover a broad array of vital needs.

MEETING that double requirement is the flexible plan for budgeting in this new guidebook. Building a food budget on the basis of its information is like selecting a family wardrobe from a full stock of garments of every size, weight, kind, and quality. Weekly dietary quotas of each of the major foods can be worked out for each member of the family according to age, activity, and the level of cost at which the family has chosen to plan their diets. The GUIDE has been publishing for some months pages illustrating how these flexible plans can be applied to individual families. These pages were based on the same calculations that make up this bulletin.

FIRST basis for each family's calculations is its income. Then comes the decision as to

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* Consumers can get this bulletin free, as long as the free supply lasts, by writing to the Division of Publications, Department of Agriculture, and asking for Farmers' Bulletin No. 1757.

A FAMILY OF FOUR *

Will have an adequate diet at minimum cost if they get these foods in these amounts every week.

* Two moderately active adults and two boys 8 years of age.

Based on studies of the Bureau of Home Economics

Bread, Cereals, Baked goods. 14 lbs.

Milk, 21 qts. or corresponding quantities of canned or dried milk or cheese.

Potatoes, Sweet " 11 lbs.

Tomatoes (fresh or canned) and citrus fruits. 4 lbs.

Leafy, green and yellow vegetables 7 lbs.

Dried beans and peas, peanut butter and nuts. 2 lbs.

Dried fruits 1½ lbs.

Other fruits and vegetables 6 lbs.

Lean meat, Poultry, Fish 4½ lbs.

Eggs 1½ doz.

Fats 3¼ lbs.

Sugars 3¼ lbs.

how much of that income should go for food. Two heads will probably bend together over the book to decide that major point.

CHOICE is from four diet plans. Each plan is set at a different level. The "liberal" diet at the top costs most and, while it would not satisfy a gourmet by any means, is designed to give variety in palatable and attractive meals which provide a wide margin of safety on all nutritional counts for those who can afford it.

NEXT HIGHEST is the "moderate cost" plan. This still makes sure of a comfortable safety margin of food values for health, but it calls for somewhat more careful planning and buying and preparation, and puts a curb on flights of the caterer's fancy.

FARTHER DOWN the scale of cost and nutrition is the "adequate diet at minimum cost", which guarantees nutritional safety to the family following it carefully, but calls for imagination, foresight, and judicious shopping and cooking to turn its market lists into attractive and tasty meals.

LOWEST plan of the four gives the family a frankly "restricted" diet. It is meant only for emergency use, and though it gives the best possible nutritional return for low amounts of food money, it does not promise that even the most precise planning, the canniest buying, and most frugal preparation can provide the family living on it steadily a safe diet for health.

SPECIAL CASES call for special adjustments in the use of the diet plans. Some families can find ways of getting food at lower prices or can make a garden produce a large share of the year's food supply. Whether the climate is warm or cold makes a difference in allocating the necessary expenses. Pets to be fed, guests to provide for, must be figured in as extras. Very little allowance is made for waste. The diets are calculated on the basis of all meals taken at home. Luncheons eaten in restaurants change the figures for any family.

PRICES of many foods have changed somewhat since 1935. The calculations in the book are based on the average retail price of each food concerned in some sixty-odd cities in the United States during 1935. Current prices and their relation to past prices are reported regularly in the CONSUMERS' GUIDE and can be considered along with special family circumstances in using the book to build a food budget. Taken as a whole, food prices are now just about 3 percent higher than the average for the year 1935.

MOST FAMILIES in the city with no special opportunities for saving on food costs will choose among the four levels simply on the basis of their income, the number of people to be fed on it, their food needs, and their other needs. Families with more money and less people to support can naturally choose more freely than those with less money and more members. A family of four, for instance, with an income of $4,000 a year, could buy food according to the highest cost "liberal" plan and still spend less than one-fourth their income for food at the 1935 food prices on which the calculations in this bulletin are based. Or if they preferred to save money for other purposes they could allot only about one-sixth of their income for food and by thoughtful management and a few compromises with their preferences, they could follow the moderate-cost plan and still get just about the same nutritional advantages. But a family of seven with $1,000 a year would have to spend more than half their income in order to buy their food at the lowest of the four plans which, even at its very best, planned and bought and prepared by an expert, does not provide sufficient margin of safety to be called an "adequate" diet.

Waste must be kept to a minimum to give a family full benefit of any dietary plan.

AFTER CHOOSING the level at which the family's diet is to be bought, the next job is to tailor-make the diet to fit the needs of each individual in the family. In the bulletin is a table suggesting a weekly quota in pounds and ounces of different important foods for boys and girls of different ages and men and women of varying degrees of activity.

SUPPOSE a family is made up of a boy three, a girl six, a father who works as a salesman, and a mother who does all her own housework, including laundry. They have an income of $2,000 a year, and they live in the city. They want to build up a fund for the education of the children. They decide to use time and care and vigilance to save as much as possible on their food budget and buy frugally according to the minimum-cost plan, which they find would give them their food for about 23 percent of their income, or under $10 a week at 1935 price levels.

FITTING their children and themselves into the table showing the weekly food allowances at the minimum cost level, they copy the food list for their boy from the column marked "child under

[Concluded on page 21]

MONDAY'S MENU FROM A SAMPLE WEEK ON THE LIBERAL DIET

BREAKFAST

- Sliced oranges
- Hot cereal (children)
- Soft-cooked eggs
- Whole-wheat toast
- Milk (children)
- Coffee (adults)

LUNCH OR SUPPER

- Cream of potato soup
- Toast
- Avocado-orange salad, French dressing
- Milk (children)

DINNER

- Baked ham, raisin sauce
- Sweetpotatoes
- Brussels sprouts
- Hot biscuits
- Waldorf salad
- Chocolate honey cake
- Milk for all

TUESDAY'S MENU ON THE MODERATE-COST ADEQUATE DIET

- Cereal (children)
- Apples fried in bacon drippings
- Whole-wheat toast
- Milk (children)
- Coffee (adults)

- Bacon (adults)
- Poached eggs (young children)
- Fried sweetpotatoes
- Bread and butter
- Sliced oranges
- Milk for all

- Braised beef liver
- Creamed potatoes or hominy
- Buttered spiced carrots
- Hard rolls
- Creamy tapioca pudding
- Milk (children)
- Coffee (adults)

A WEDNESDAY BY THE MINIMUM-COST ADEQUATE DIET PLAN

- Hot whole-wheat cereal
- Griddle cakes, molasses
- Tomato or orange juice (young children)
- Milk (children)
- Coffee (adults)

- Creamed chipped beef or corned beef
- Potatoes boiled in jackets
- Whole-wheat toast
- Milk (children)

- Scrambled eggs or egg salad
- Quick-cooked cabbage
- Bread and butter
- Hot coffee cake
- Milk (children)
- Tea (adults)

A THURSDAY'S MEALS PLANNED ON THE RESTRICTED DIET LEVEL

- Hot cereal with milk
- Toast
- Tomato juice (young children)
- Coffee (adults)

- Potato soup (with onion to season)
- Stewed prunes
- Bread and butter

- Kidney bean stew with tomatoes
- Bread
- Milk (children)

Consumers' Bookshelf

How to buy and care for hosiery, blankets, sheets, furniture, and shoes are discussed in the references given here in our third installment* . . . The mention of any material in this list does not imply an endorsement of the point of view of the author by the CONSUMERS' GUIDE.

BUYING HOSIERY

WHEN YOU BUY HOSIERY, by the Committee on Standardization of Consumers' Goods of the American Home Economics Association, 1935. Six page leaflet. Address: American Home Economics Association, Mills Building, Washington, D. C. Single copies 2¢ each, or 1¢ each in lots of 25 or more.

HELPS IN BUYING HOSIERY, by Gladys Meloche. 1935. 16 pp. Wisconsin Circular 275. Address: Extension Service, College of Agriculture, University of Wisconsin, Madison, Wis. Free.

WHEN WE BUY HOSIERY, by Inez LeBossier. 1936. Extension Bulletin 182. Address: Extension Service, New Jersey College of Agriculture, New Brunswick, N. J. Free.

SELECTION, CARE, AND WEARING QUALITIES OF WOMEN'S SILK HOSIERY, by Jessie E. Richardson and Vivian Baker. 1935. 75 pp. Extension Bulletin 299. Address: Extension Service, Montana State College, Bozeman, Mont. Free.

THE HOSE WE BUY AND WEAR, by the Standardization Committee of the Ohio Home Economics Association. 1935. 25 pp. Address: Miss Rosamond Cook, University of Cincinnati, Cincinnati, Ohio. 15¢.

STANDARDS OF CONSTRUCTION AND INSPECTION FOR LADIES FULL FASHIONED HOSIERY, prepared by the National Association of Hosiery Manufacturers. 1936. 15 pp., illustrated. Address: National Association of Hosiery Manufacturers, 4684 Fourth Avenue, New York, N. Y.

A BASIS FOR A PERFORMANCE SPECIFICATION FOR WOMEN'S FULL FASHIONED SILK HOSIERY, by H. F. Schiefer and R. S. Cleveland. Report of a study of hosiery testing done at the National Bureau of Standards. 1935. 13 pp. Address: Superintendent of Documents, Washington, D. C. 5¢.

A CONSUMER STUDY OF HOSIERY ADVERTISING, by Rosamond Cook. Journal of Home Economics, Vol. 29. Dec. 1929. Page 905. Published by the American Home Economics Association, Mills Building, Washington, D. C. Single copies 30¢.

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*First of the series appeared in the October 19, 1936, issue of the CONSUMERS' GUIDE, second in the November 2, 1936, issue.

FIFTY WOMEN SPEAK THEIR MINDS ABOUT STOCKINGS, by A. L. Rowe. Advertising and Selling. August 15, 1934. P. 331.

BUYING BLANKETS

WHEN YOU BUY BLANKETS. Consumer Purchasing Leaflet No. 2 prepared by the Committee on Standardization of Consumer Goods of the American Home Economics Association. 1932. 6 pp., leaflet. Address: American Home Economics Association, Mills Building, Washington, D. C. Single copies 2¢; in lots of 25 or more 1¢ each.

QUALITY GUIDES IN BUYING HOUSEHOLD BLANKETS, by Bess M. Viemont and Margaret B. Hays. 1935. 8 pp., leaflet. Address: Superintendent of Documents, Washington, D. C. 5¢.

BUYING SHEETS AND PILLOWCASES

THE PURCHASING OF SHEETS AND PILLOWCASES, by Beulah Blackmore. 1935. 32 pp., illustrated. Homemakers' Bulletin 333. Address: New York State College of Home Economics, Cornell University, Ithaca, N. Y. Free.

QUALITY GUIDES IN BUYING SHEETS AND PILLOWCASES, by Ruth O'Brien. 1934. 8 pp. U. S. Department of Agriculture Leaflet No. 103. Address: Superintendent of Documents, Washington, D. C. 5¢.

TIPS ON BUYING SHEETS FOR SERVICE, by G. W. Goode. 1931. 1 p., mimeographed. Address: Extension Service, Oregon State Agricultural College, Corvallis, Oreg. Free.

WHEN YOU BUY SHEETS, by the Committee on Standardization of Consumers Goods. Consumer Purchasing Leaflet No. 1. 1932. 6 pp. Address: American Home Economics Association, Mills Building, Washington, D. C. Single copies 2¢ each; in lots of 25 or more 1¢ each.

SHEETING SPECIFICATIONS, by the Committee on Commercial Standardization and Simplification of the American Home Economics Association. 1930, revised 1935. 3 pp., mimeographed. Address: American Home Economics Association, Mills Building, Washington, D. C. 5¢.

A BARGAIN IN SHEETS, by Mary Elizabeth Rust. A playlet showing the importance of applying the principles of better buymanship to the purchase of sheeting. Journal of Home Economics. Jan. 1935. Pp. 26-28. Address: American Home Economics Association, Mills Building, Washington, D. C. Reprint available. 10¢.

CAN YOUR SHEETS TAKE IT, by H. J. Walsh. Pictorial Review, Volume 35, May 1934. Pp. 50-51.

WHEN THE BRIDE SELECTS BED LINENS, by Rosamond Cook. Ladies Home Journal, Volume 45, Jan. 1928. P. 118.

THE LINEN SUPPLY FOR THE NEW HOME. Good Housekeeping, Vol. 92, June 1931. P. 102.

FURNITURE

RECOGNIZING SUITABLE FURNISHINGS, by Gertrude Reis. 1935. 15 pp. See pages 4-8, "Points to Consider When Buying Furniture." Extension Course Notes No. 116. Address: Extension Service, Michigan State College, East Lansing, Mich. Free.

FURNITURE: ITS SELECTION AND USE. Report of the National Committee on Wood Utilization. 1931. 115 pp., illustrated. Address: Superintendent of Documents, Washington, D. C. 20¢.

YOUR MONEY'S WORTH IN FURNITURE, by Florence E. Wright and Charlotte W. Brenan. 1934. 42 pp., illustrated. Extension Bulletin 297. Address: Extension Service, Cornell University, Ithaca, N. Y. Free.

IDENTIFICATION OF FURNITURE WOODS, by Arthur Koehler. 1926. 78 pp., illustrated. United States Department of Agriculture, Miscellaneous Circular 66. Address: Superintendent of Documents, Washington, D. C. 25¢.

BUYING SHOES

LEATHER SHOES: SELECTION AND CARE, by F. P. Veitch, R. W. Frey, and H. P. Holman. 1927. 22 pp. Farmers Bulletin 1523. Address: Superintendent of Documents, Washington, D. C. 5¢.

THE EFFECTS OF MODERN SHOES UPON PROPER BODY MECHANICS. 1935. 16 pp., illustrated. A summary of Antioch studies of women's shoes and their effect upon body mechanics and health. Address: Antioch College, Yellow Springs, Ohio.

FEET AND SHOES, by Ethelwyn Dodson. Home Demonstration Bulletin 169. 1932. 8 pp., illustrated. Address: Extension Service, College of Agriculture, Berkeley, Calif. Free.

[Concluded on page 22]

Consider the Cranberry

Once a forgotten fruit from one holiday to another, the cranberry has come out of its hazardous swamp beginnings and taken a stable place on the menu and the farm account book.

OF ALL CONSUMERS in American history, the ones most eager for ideas on what to consume were likely the little group that stepped off boats onto Plymouth Rock round about 1620. Turkey, we know from a thorough reading of primers, they found running wild and soon impaled on the fireside spit. But what about the cranberries for "fixins"?

TALES of the debut of the American cranberry into the white man's holiday menu run something like this. It seems some adventurous small immigrants escaped from the stockade and followed along on the heels of wandering Indian youngsters. They trailed the redskins deep into a swamp and noted with interest that they were purposefully picking bright red berries and stowing them away. This was not surprising in itself to children who had got used to foraging for any and every berry that did not bring a serious stomachache in its wake. What was surprising was the taste. When the white children took a bite, they decided the joke was on the Indians who had bothered to fill their deerskin bags with such sour, bitter fruit. But their report to the alert adult consumers of the settlement brought about an investigation as soon as diplomatic relations would permit.

REWARD was a recipe for the Indians' favorite dish of the day: mix sour red berries with "pemmican" and eat with joy. Pemmican is a cake made of dried meat and fat. Wild cranberries, then, were being used by the Indians the way we use cultivated ones today—for a flavor tang to go with meat.

VINE of the cranberry, close kin to the blueberry and the huckleberry, runs along the ground, putting roots down and sending up branches called "uprights" on which the berries

Young cranberry plants getting their start.

grow. When left to their own devices, they grew along streams, in marshes and swamps and bogs, where water is likely to rise over them in time to protect them from frost and keep insect pests down.

UNTIL 1812, these wild swamp cranberries made up the whole supply. Then wideawake Massachusetts farmers found a way of beating Nature at her own game. They prepared more accessible places for cranberries to grow. The essential moisture would no longer depend on Nature's whim but could be turned on and off at the will of man.

CAPE COD has kept its early lead in cranberry production to this day. But other parts of the country have found and put to work land suitable for growing cranberries. New Jersey, Long Island, Wisconsin, and the northern west-coast States, Washington and Oregon, now add their barrels to each year's totals.

NOT EVERY farmer can decide to start growing cranberries and expect to make a success of it. Cranberries need a well-drained, acid peat soil. The climate must be just right, cool enough but with a summer that is long enough and not too cold. No State south of New Jersey is a likely spot, nor north of Nova Scotia. The land must be located where plenty of water is on tap at all times to flood and irrigate the bogs.

COST of preparing a cranberry bog may be anywhere from $500 to $1,500 an acre. The soil must be put into shape, drainage arranged. A system of ditches and dikes and watergates must be planned and built. After this investment there is a wait of 4 to 6 years for the plants to get into their stride. Meanwhile, and afterwards, upkeep of the bogs is a costly and continuous item.

EXPERT assistance is next on the "must" list for the prospective cranberry grower. It takes experience and scientific knowledge to control the insects and diseases that affect cranberry vines and fruit, to handle the water for irrigation and flooding, to watch the weather and recognize the right moment to do each job.

FLOODING is on the program when frost or certain insects menace the vines, blossoms, or fruit. For the early winter flooding growers wait until the last minute which in Massachusetts and New Jersey is usually in December or possibly January. This treatment saves the vines from winter killing. After the winter flood has been drained away, the water is not necessarily turned off for the year. Sometimes the threat of a late spring frost sounds a warning for new floods, and though flooding is taboo in some parts of the growing season most growers use water to keep down certain insect pests and some use it to control weeds and diseases. Dry weather, of course, calls for irrigation.

WEATHER calls the turns in the cranberry grower's life. Someone must be on the watch throughout the spring and fall, keeping an eye on Nature, checking the low temperature marks on the minimum recording thermometers which are set in the coldest parts of the fields, and studying the special daily weather reports that the Weather Bureau in Washington sends growers who request them. Telegrams, too, sent from the nearest district office of the Weather Bureau, are part of this special service. Massachusetts growers can get even more up-to-the-minute information from the cranberry substation of the Massachusetts Agricultural Experiment Station, which is equipped with weather instruments and is in constant touch with the Weather Bureau. During days and nights of doubt, cranberry growers can keep track of the situation by telephone.

SCIENTISTS in the Bureau of Plant Industry of the Department of Agriculture have added their findings to those in State experiment stations and brought cranberry growing a long way out of the days of swamp luck. The Department of Agriculture has published bulletins giving detailed instructions for planning, preparing, and managing cranberry fields.

MARKETING hazards took longer to eliminate. Until a couple of decades ago every season was a gamble, whether the crop was short or plentiful. Each grower jogged along without regard for what his actions did to his neighbor's chances. He picked his berries, put them on the market on his own schedule which might land them there at a time when every other grower was selling his, clogging the market with surplus berries that brought loss prices or went to waste. Each man's berries, too, were a law unto themselves as to quality, grade, and variety. Buyers had to learn the stock of each grower from whom he bought on take a chance on suiting the requirements of his customers.

COOPERATIVE marketing makes possible advantageous marketing where it is impossible on an individual basis. Cranberry growers tried several ways of getting together on their problems, and a few cooperatives began to function before the turn of the century.

BUT 1906, with most producers still working as individuals, marked a high for disastrous competitive selling and demoralized market conditions in general. With the largest crop ever produced up to that time, prices went down to 70 cents a barrel—seven-tenths of a cent a pound—to the grower. Talk about the future of cranberry growing was dark and gloomy. Yet that same year cooperatives managed to mark up a good return. One cooperator sold his whole crop at an average of over $6.50 a barrel, while every noncooperator had to dip deep into red ink for the same season. The lesson was inescapable. In 1907 was born a national cooperative marketing association that is still making history in security for the producer of farm products by means of efficient and orderly marketing.

NOWADAYS almost every cranberry grower in Massachusetts, Long Island, New Jersey, and Wisconsin belongs to a cooperative and fits his program into the whole picture of production and consumption of cranberries. In September his berries are picked, left with their stems on until the cooperative calls for them. Then he delivers them, they are cleaned, classified according to their color, shipping quality, variety, and size, then graded according to definite quality standards. Each classification has its own brand name.

DIFFERENT markets call for different cranberries. Consumers in New York City prefer the smaller, dark red, sweeter cranberries, while Pittsburgh and St. Louis will have none of them. Middle western consumers like the brighter, lighter, bigger red berry best, thinking it is overripeness and not a different variety that makes a cranberry dark. Each of the brand and quality designations sold and advertised by the central marketing cooperative means a different and definite classification of berry, and buyers can name the brand and get exactly the berry his

Clearing swamp land for cranberry fields.

market demands. Some big individual growers rebelled at first at giving up their own brands on which they had earned a reputation. But when they saw the benefits others were getting from orderly marketing and a universal language of quality grade and type, they fell into line and liked it.

CONSUMERS last year would have had almost half a pound of cranberries apiece if the whole crop of 519,500 barrels had been divided up evenly among the population. From an average of 335,000 barrels estimated for the first 5 years of the century the country's production rose to an average of 581,000 barrels in the 5 years 1928-32. Estimates of this year's production put it at 515,300 barrels, but this may be considerably changed when the final figures are in.

Still going strong when photographed, this was one of the earliest cranberry fields made.

CONSUMPTION is promoted by the cooperative in several ways. One way is the marketing of the berries in such a manner that the price does not go above a point consumers will pay or below the point where producers can profit. Even when it means a sacrifice of immediate gains, the long view of consumption habits guides procedure. For instance, one year when the cranberry crop was very short, the cooperative fed the berries to the market as though they were plentiful, knowing that the supply would be completely gone long before the normal season was over. The result was that though the cranberry season ended in December instead of early spring, prices stayed within range of consumers and they did not learn to cross cranberries off the menu. The cranberry-buying habit was saved intact for the following year.

STILL mainly a holiday dish, the cranberry is taking its place on more and more market lists. Since the year 1700 when a British medical man described cranberry juice as "a fine drink for people in fevers", nutrition scientists have made more definite recommendations of the cranberry. We know that cranberries are a good source of Vitamin C, which is the vitamin known as a scurvy fighter, but useful in most consumer's lives as one of the nutritional items to check on in avoiding the milder ailments that mean vitamin lacks.

KEEPING Vitamin C in any food is a tricky business, as it tends to vanish when foods are exposed to heat and air. Cranberries, like other fruits and vegetables, do their best vitamin providing when eaten raw. (Recipe for a good raw cranberry relish was published in "Tips on Festive Fare", CONSUMERS' GUIDE, November 2, 1936.) Of the cooked cranberry sauces, one researcher found that the whole fruit sauce kept four-fifths of the Vitamin C content of the cranberries, while the sauce that had been strained kept less than one-tenth of its Vitamin C potency. To those who still want strained sauce, whether or no, the experts in the Bureau of Home Economics advise waiting until the cranberries have cooled before you sieve them, as the combination of heat and air is most devastating of all to the vitamin potency.

READERS whose interest in cranberries goes to more practical and technical lengths may buy for 5 cents each of the following publications from the Superintendent of Documents, Washington, D. C.: Farmers' Bulletin No. 1400, "Establishing Cranberry Fields"; Farmers' Bulletin No. 1401, "Managing Cranberry Fields"; and Farmers' Bulletin No. 1402, "Cranberry Harvesting and Handling."

Your Food Supplies and Costs

Crop prospects improved about 2 percent during October—the second successive month of crop recovery from drought conditions. While improvements came too late to bring supplies of most crops up to last year's level, they have reduced the size of the decline from 1935 production.

NOVEMBER 1 estimates of most food and feed crops were slightly higher than production estimates a month ago. In the food crops, potato supplies increased 10 million bushels. Apple production estimates improved 3 million bushels and the sweetpotato forecast went up about 1 million bushels. Corn registered the major increase in the feed crops, production estimates advancing about 17 million bushels. Pasture conditions showed further recovery from the drought and consequently milk production on November 1 continued at relatively high levels.

WINTER vegetable supplies are expected to be substantially larger than a year ago and this will offset part of the reduction in supplies caused by the drought. Because of rather moderate supplies of canned vegetables as well as fresh vegetables from the late-producing States, growers in the early vegetable producing areas have indicated that their plantings will be 40 percent above average. Large acreage increases are reported for early snap beans, carrots, celery, eggplant, green peas, peppers, spinach, and tomatoes. The acreage set to early or Bermuda onions will be above average but 23 percent below last year's record acreage due to the unusually large crop of late onions on hand.

POTATO prices appear to have reached their seasonal low point and the outlook is for prices to increase until the new potato crop moves in volume in March. A 4 percent improvement in the late crop occurred during October, but production of late potatoes is expected to be 38 million bushels below last year's 319 million bushels. Due to this improvement and to prospects for a larger early crop of potatoes the advance in prices from November to March is not expected to be as large as anticipated earlier. The keeping quality of some of this year's crop is reported to be low so that consumers interested in storing potatoes will find it advisable to buy U. S. No. 1 grade potatoes. Retail potato prices went down seasonally from mid-September to mid-October, but on October 13 they were 80 percent above prices a year ago due to the relatively short crop.

RECORD production of onions in the late-producing States has resulted in unusually low onion prices. The late onion crop comprises about 70 percent of the year's supply of onions. This year's late crop is expected to reach 12 million sacks of 100 pounds each, about 2 million sacks larger than a year ago. Production is forecast at about 25 percent above average. Onions did not suffer serious drought damage and the large size of the crop is due to unusually large yields per acre. Because of the large crop, market prices have dropped to about one-half of their level a year ago. Retail onion prices on October 13 were the lowest for this period since 1932 and 20 percent below prices a year ago. Late onion prices usually advance seasonally after October, but because of large stocks this year and a large prospective crop from the early producing areas, no substantial price rise is expected.

MEAT supplies during October were relatively heavy, and the outlook is for supplies to continue fairly large the remainder of the year. Despite the large slaughter, meat prices may be expected to advance. Part of these advances will be the usual seasonal price changes, for lamb reached its seasonal low point in early October, while the low point in hog prices appears to have been reached in late October. Drought conditions, which have sharply curtailed feed supplies, have sent meat animals to market earlier than usual and the scarcity of supplies later on is expected to accentuate the seasonal price increases, especially in hogs. Furthermore, consumer incomes are expected to continue to increase during 1937 and they will tend to act as a further price-boosting factor.

CATTLE slaughter during October was about 4 percent larger than during September and about the same amount above a year ago. Supplies were unequally distributed throughout the month and a sharp reduction in slaughter of choice and good cattle the latter part of October and early November caused market prices of better grades to advance to their highest level since February. Prices of the lower grades also moved up and in the week ending November 7 were higher than a year ago. While cattle slaughter the remainder of 1936 is expected to remain fairly heavy, supplies of the better grades are expected to comprise a progressively smaller proportion of total slaughter and by the start of 1937 most likely will be below average. Prices of all grades are expected to advance, with better grade cattle moving up sharply to average as high or higher than during last winter. The seasonal price movement of good and choice steers is usually downward the first half of the year, but during the first half of 1937 prices are expected to go up as they did in 1935. Prices of the lower grades usually go up during the first half of the year.

If you store potatoes . . .

Follow closely storing tips suggested by the Department of Agriculture, if you plan to lay in supplies of potatoes for the winter. Keeping quality of potatoes harvested this year is low, so it is doubly important to select high-grade potatoes; they shrink less in storage than lower grades. Proper temperature and ventilation prevent decay and sprouting. Temperature should be kept around 60° during the first 2 weeks. This will heal skin injuries and prevent decay. If French-fried and baked potatoes appear frequently on your menus, storage-room temperature should be kept between 50° and 60°. Potatoes held at 40° and below lose their tastiness, become sweet. Moisture can be controlled by proper ventilation.

SEASONAL low point in hog prices appears to have been reached in late October and hog prices are expected to move up sharply during the late winter and early spring months. Advances in retail prices of fresh cuts may be expected in late November or December with the cured products going up in January or February.

HOG slaughter during October amounted to 3½ million head, the largest monthly slaughter this year and 65 percent above the unusually small slaughter a year ago. Increase in numbers was in part offset by the light weight of the hogs slaughtered. Due to larger supplies, wholesale fresh pork prices declined sharply during October and in early November were at about their lowest level for the year. Prices of cured products also went down and bacon reached new low levels for 1936. Because the outlook is for smaller lard yields from the lightweight hogs to be marketed this spring and summer, lard prices have not moved down. On October 13 the retail price of fresh pork was 10 percent below a year ago. Bacon was 13 percent lower, ham 6 percent lower, and lard 25 percent below October 8, 1935.

PROSPECTIVE price increase in hogs this winter is due in part to the large marketing of the spring pig crop to date. Therefore a greater-than-usual seasonal reduction in hog marketings is in prospect for the remaining months of the marketing year. Shortage of corn and high corn prices have forced early liquidation of hogs. Expected shortage in hog supplies next summer has caused an active demand for pork for storage and these factors together with increased consumer incomes will tend to accentuate the seasonal price increase.

OCTOBER federally inspected lamb slaughter was 1 percent below slaughter a year ago, but was the third largest on record. As in previous months, lamb quality continued below average. Slaughter the remainder of the marketing year, which ends April 30, will consist mainly of grain-fed lambs. The number of lambs fed and slaughtered from November through April is expected to be larger than a year ago. Supplies from November through January are expected to be larger than a year ago, but from February through April smaller supplies are in prospect. Some slight price increase from the seasonal low point reached in October may be expected until February at which time a sharp price increase is in prospect. On October 13 lamb cuts were retailing at from 4 to 8 percent below prices a year ago.

MILK production declined seasonally during October but production remained fairly high for this time of the year and was 6 percent above a year ago. Relatively heavy fall milk production has caused the wholesale price of 92-score butter at New York to drop 2.6 cents per pound from August to October. However, wholesale prices were still about 5 cents per pound higher than a year ago. Retail butter prices also dropped sharply from mid-September to mid-October, but on October 13 were 7 cents higher than a year ago. Butter prices usually advance during the fall months, reaching their seasonal peak in December. The fall decline in prices this year is due primarily to heavy production in States where pasture improvements temporarily relieved feed shortages. Consequently, as soon as cold weather brings the pasture season to a close, butter prices may be expected to move up rather rapidly. Due to reduced feed supplies and high prices of feed compared to butterfat, butter prices may follow the course taken in 1935 when conditions were similar to the present and reach their peak in February.

FOOD FOR EVERY BUDGET

[Concluded from page 12]

4 years", for the girl from the one titled "girl 4 to 7 years." They find the food needs of the mother in the column "very active woman", since besides the routine household exercise she does a large washing and ironing every week and takes daily walks to market and to school and playground with her children. The father's quota comes under the heading of "moderately active man", since his day is made up of a combination of office work and outside calls.

TOTALING the amounts of the different foods the family needs to buy in order to assure each member the best possible nutrition at the minimum cost level, they find their weekly market order might read something like this:

21	quarts milk
1½	dozen eggs
10	pounds potatoes and sweetpotatoes
4	pounds tomatoes and citrus fruits
6	pounds leafy, green and yellow vegetables
2	pounds dried beans, peas, peanut butter, and nuts
1¼	pounds dried fruit
5	pounds other vegetables and fruits
3	pounds lean meat, poultry, and fish
12	pounds flour and cereals
3	pounds fats
2½	pounds sugars

SOME FAMILIES before deciding on the level at which they should buy the family food may want to get prices from their market on a week's market order, drawn up at each of the levels they are considering. Suppose a family is choosing between the minimum cost and moderate cost diets. They may find that by making quantity purchases of the staples on the list, watching for sales on certain items, choosing the least expensive items within each food group, and using other systematic methods of boosting their buying power, they can buy the foods listed at the moderate cost level without spending much more than the minimum cost plan would call for.

OTHER compromises are possible, with the help of the pamphlet. With its fundamental facts about nutrition, consumers can make their own adjustments between one level and another in order to get the most important nutrients their money can buy. At the upper levels these home-made dietary variations are pretty safe. But people whose food expenditures must be lower are wise to follow faithfully the guidance of those who know nutrition down to the last penny's worth, and have incorporated their knowledge into the suggestions in the bulletin. Smart home-makers may be able to make menus that please their families better than some of those suggested, but the published ones are good guides to follow and at the lower spending levels those variations can safely be made only with careful study of the bulletin's nutritional information.

FREE COPIES of the Farmers' Bulletin No. 1757, "Diets to Fit the Family Income", are now available on request from the Department of Agriculture, Washington, D. C. When the free supply is used up, consumers may buy the pamphlet for 5 cents from the Superintendent of Documents, Washington, D. C. Other helps in budgeting the family funds appeared in the CONSUMERS' GUIDE of November 2, 1936.

CONSUMERS' BOOKSHELF

[Concluded from page 14]

FOOT CLOTHING FOR ALL AGES, by Gladys Meloche. 1931, revised 1934. 22 pp., illustrated. Extension Circular 246. Address: Extension Service, College of Agriculture, University of Wisconsin, Madison, Wis. Free.

SHOE BUYERS MANUAL, by Violet K. Cameron. 1933. 144 pp., illustrated. The Gill Publishing Co., 146 Summer Street, Boston, Mass. Cloth binding $2, paper covers $1.

MARKING OF ALL BOOTS AND SHOES. Hearings before a Sub-Committee of the Committee on Interstate and Foreign Commerce, 74th Congress, second session on House Bill 5735 providing for the labeling, marking, and tagging of all boots and shoes. Feb. 14, 1936. Address your Congressman, Washington, D. C., for a free copy of these hearings.

LABELING, MARKING, AND TAGGING OF ALL BOOTS AND SHOES. Hearing before the Sub-Committee of the Committee on Interstate and Foreign Commerce of the United States Senate, 74th Congress, first session, on Senate Bill 2255. May 23, 1935. 66 pp. Address your Senator, Washington, D. C. for a free copy of these hearings.

Consumer-Farmer Briefs from Washington

GOOD QUALITY milk for fluid use may soon be readily available in abundant quantity on ships many days out at sea and in tropical countries where a supply of fresh milk has hitherto been unobtainable or inadequate. Several years of experimental work at the United States Bureau of Dairy Industry have led to a new method of keeping milk fresh for as long as 6 weeks by a simple process of concentrating and freezing. The process has now been patented and dedicated to the public service.

WHEN ordinary milk freezes, its emulsion is destroyed. After thawing, the product consequently does not have quite the same physical properties as the original because the fat has separated out. The new process gets around this difficulty by concentrating the milk to one-half or one-third its original volume before freezing it.

FRESH whole milk in this new process is pasteurized, condensed, homogenized, and packaged in suitable containers. Then it is frozen and held at effective keeping temperatures.

LONG shipping distances present no obstacles to this frozen milk. It can be held for weeks until the consumer is ready to use it. Then it is permitted to thaw, and enough water is added to bring it back to its original volume. The result compares favorably with the original fresh whole milk.

TRIAL SHIPMENTS have been made to the Canal Zone, where consumers daily for a period of a month or more received quantities of the milk. After a month the milk remaining in the distributor's refrigerator was still in good condition.

CLIMATE, sanitation, livestock parasites—these are factors which make it difficult to maintain a high bacteriological standard for the local milk supply in tropical or subtropical areas. The new process may make a higher grade of milk available at a lower price, both for local trade and ships' service, in such countries as Puerto Rico, the Republic of Panama, and the Canal Zone.

WHEY, through the medium of canned foods, may yet become as famous as it was in the days when everybody recited the one about Little Miss Muffet eating her curds and ——. A by-product from cheese manufacture, whey has exceptional nutritive properties. It contains nearly half the food solids of milk, all the valuable sugar of milk, and at least one vitamin. But because it has no pleasing taste itself, it has up to now found few uses as human food.

UTILIZED in various food preparations like canned vegetable soups and fruit-flavored whips, however, whey could afford consumers a convenient method of adding milk constituents to the family diet. At the same time, a new market would develop for a dairy byproduct.

HERETOFORE, whey was used only in limited amounts as animal feed, or disposed of as waste. Now scientists at the U. S. Bureau of Dairy Industry have discovered that, because it is lacking in casein, whey can be used successfully in a number of food preparations.

CASEIN causes coagulation in milk under high temperatures or in the presence of acid vegetables and fruits. Soups enriched with whey constituents are not so likely to coagulate as soups made with normal milk or cream. Yet they have the characteristic milk flavor, retain their natural color better, and have greater nutritive value than soups made without milk.

STUDY QUESTIONS FOR THIS ISSUE

1. How can you tell whether your grocer's scales have been tested?
2. Before checking on the weight of your purchases at home, what should you know about your scales?
3. How often does your local weights and measures office check on the accuracy of merchants' scales?
4. What is your State law on weights and measures?
5. What does the National Bureau of Standards have to do with weights and measures?
6. What rules will help you make sure you get the quantity of goods you pay for?
7. What points does the wise family consider in deciding how much of the family income should go for food?
8. What are the differences between the diet plans at four levels drawn up by the Bureau of Home Economics?
9. How do the weekly food purchases of your family compare with the diets at four levels worked out for your family on the basis of the Bureau's suggestions?
10. Why can no ready-made budget fit all families?
11. Where are cranberries grown? How?
12. What changes did cooperation make in the marketing of cranberries, and what effect did it have on the grower's fortunes?
13. How can cranberries be used so as to save their vitamin potency?
14. What is the ideal temperature to store potatoes to preserve their cooking and eating quality?
15. What kind of consumer information do rural homemakers demand from their State colleges?

COMBINATION of whey with the juice of oranges, grapefruit, strawberries, loganberries, and similar fruits lends itself to canning without noticeable "cooked" flavor. The product is suitable for whips for salads or desserts.

VEGETABLE soups, fruit whips, fruit-flavored whipping creams, ice-cream mixes for home-freezing, and other canned products, all prepared under laboratory conditions, have shown excellent keeping qualities. None of these foods canned with whey is on the market as yet but if the product is put out on a commercial scale, it should be a real convenience for consumers who want to introduce a large quantity of milk constituents into the family diet.

COOPERATING in lamb-grading demonstrations in Virgina, West Virginia, and North Carolina, Federal graders explain to watching farmers just why each lamb goes into a specific grade. In this way the farmer finds out what kind of lambs to raise for top grades and best returns.

GRADE SPECIFICATIONS used are those developed by the U. S. Bureau of Agricultural Economics. According to Bureau reports, State lamb graders are this year working at more country shipping points than ever before.

GRADING is of definite advantage to the farmer who raises high quality lambs, because he gets a better price for his Choice lambs than he would if he sold them on a flat-rate basis, ungraded. On the other end of the scene, grading is a good thing for consumers, because it tells them clearly just what quality of food they are buying and helps them get full value for their money.

VIRGINIA Division of Markets during the past year has rendered many useful and valuable services to farmers. Reports indicate that the Division, active in numerous fields, has been distributing market information, standardizing agricultural and other commodities, offering inspection services, helping cooperative organizations to secure proper articles of incorporation and bylaws, and inspecting weights and measures.

OVER 280,000 tons of products were officially inspected for grade by the Division during the past year. This was a gain of almost a third over the preceding fiscal year. Apples especially showed a large increase in number inspected; final figures showed twice as many this year as last.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

Issued by the CONSUMERS' COUNSEL of the
AGRICULTURAL ADJUSTMENT ADMINISTRATION
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BUREAU OF AGRICULTURAL ECONOMICS
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Consumers' Guide

VOL. III, No. 22
NOV. 30, 1936

Are Price Tags Enough?

Consumers' Queries and Comments

RESPONSE to the article "How Cans Compare" in the CONSUMERS' GUIDE of October 5 comes from a member of the canning industry:

"YOU may be interested", writes this canner, "in further history of the undersized No. 2 tins, which the 300s, the 303s, etc., actually are. There is no use escaping the purpose of such tins: it was to deceive the eye of the consumer when he buys. It was adopted by certain large corporations so that they might undersell other parts of the country. In recent years under economic pressure it was adopted by these other packers as a wedge for underquoting their neighbors. Firms who wished to sell items at a certain price also used them. Packers who have stuck to the regular No. 2, No. 2½, and No. 10 tins have during this time suffered immeasurable injury from these tactics, compelled at times to reduce price on our larger tins to meet prices on the smaller.

"IT IS commonly known that the smaller the tin the more costly the food, as the amount of tin plate increases in proportion. The consumer cannot consume the tin plate. Undoubtedly the few giant can makers who lead the field could, if they wished, set definite sizes for tins. They acknowledge the eventual price on tin cans would be cheaper thereby. But to date they still say that they will furnish any size tin the canner wants, thus encouraging through tolerance the chaos besetting the consumer.

"SIMPLIFICATION of sizes on tins would be welcomed not only by ourselves but should be by consumers. As quart measures, bushels and barrels have become standardized (to no one's injury), so there is a strong argument for standardization in the sizes of tin cans."

COMES this request from a Northampton, Mass., reader: "May I have another copy of the CONSUMERS' GUIDE for August 24, 1936? After reading, we give ours to the public library; but we'd like to keep a copy of this especially valued number."

WE WERE glad to send the copy asked, and would be glad to do the same for any other reader.

ORGANIZED WOMEN have gone on record as consumers once again. The New York City Federation of Women's Clubs a few weeks ago addressed a resolution to the Federal Trade Commission urging that Government agency to require that all manufacturers and retailers of fabrics use identifying labels that will protect consumers against misrepresentation.

RESOLVED by the Ohio Farm Bureau in their recent convention at Columbus: "That the Ohio Farm Bureau promote proper plans for agreeable and consistent working relationships between consumers' cooperative groups and to aid in their organization in every way possible."

CONSUMER EDUCATION took a leading spot on the agenda of Goucher College's recent Alumnae Council meeting. Students in the departments of Economics and Sociology, Fine Arts, Physiology, Psychology, Religion, and Chemistry, cooperated to put on a program titled, "The Consumer: Some Problems and Solutions." An exhibit showed the tests by which consumers could judge their purchases. The library displayed books on consumer problems. Students in economics and psychology read papers on purchasing problems, the influence of social convention on consumer choice, and techniques of marketing and advertising.

PURPOSE of a 2-day Consumer Institute held October 29 and 30 in Cincinnati was "to analyze and study the common problems of the manufacturer, the merchant, and the consumer in order that each may better understand the needs of the other." Planned by the Consumer Conference of Greater Cincinnati, the sponsors were 22 Cincinnati organizations interested in promoting consumer welfare.

IN FIVE 2-hour sessions the conference heard representatives of the consumer, retailer, and the manufacturer discuss (1) Our Common Problems, (2) By What Standards Shall We Judge the Stores We Patronize, (3) Business Forecasting and Planning as Seen by the Manufacturer, Retailer, and Consumer, (4) The Education of the Consumer. How and By Whom? (5) The Necessity for Quality Standards as a Means of Efficient Purchasing.

THE CONSUMER Conference of Greater Cincinnati, in addition to its annual Institute, holds monthly meetings for the discussion of consumer problems sponsored by the School of Household Administration of the University of Cincinnati, and presents a weekly consumer radio program given every Thursday at 10:30 a. m., over Station WCPO, Cincinnati, Ohio.

ARE PRICE TAGS ENOUGH?

Farmers want higher prices. Workers want higher wages. "The question between them", states Donald E. Montgomery, Consumers' Counsel of the AAA, who reviews here the philosophy of the consumer movement, "is whether they should pursue these ends in terms of price tags alone, or unite in a program that measures results in terms of quantity and quality of goods consumed."

ECONOMIC ACTIVITY in the modern world, from production of raw materials down to final sale of goods across the retail counter, is characterized by mass action carried out under organized direction. Both of these are lacking in the usual retail purchase of goods or services by the ultimate consumer. Consumer buying is an individual activity, unorganized, uncontrolled, undirected, and uninformed. Purchases by business are made on a business basis. Consumer buying is not a business; it is something that business works upon. It is said, for example, that life insurance is not bought, it is sold. The consumer movement, recognizing the truth of this remark, reflects the intention of consumers, through education and organization, to put an end to its truth, to bring it about that life insurance and all other consumer goods shall be bought, not "sold."

THE CONSUMER MOVEMENT may be described most briefly as organized curiosity. What is it that consumers want to know? They want to know the quality of goods that are offered for sale, and they want to know what are fair prices for those goods and what higher or lower prices they should pay for higher or lower quality if they are to get their money's worth. In addition they want to understand how laws, regulations, and trade practices affect the supply of goods to consumer markets, and when prices are fixed, who fixes them and on what basis. And they want to know how the goods they buy may be utilized in order to yield the maximum in service and satisfaction. When consumers get together to find the answers to these questions, they are part of the consumer movement.

INITIAL drive of consumers is for information about quality. Three questions are to be answered for them under this heading. First, what characteristics determine the usefulness of a given commodity? Consumers know that the streamlining of the vacuum cleaner and the dashboard gadgets of the automobile do not give these things their value; but they do not know in what terms the real usefulness, economy and money's worth of vacuum cleaners or automobiles can be described. For answers to these questions they want standards established, consumer standards which have meaning to the person who uses the goods. Second, they want to know how the commodity offered for sale measures up according to these standards. That is, they want grades established wherever possible which will classify goods according to their relative worth, so that hidden values and hidden defects can be evaluated by experts for buyers who are not experts. Third, they want the

CONSUMERS WANT "grade labeling of all commodities for which standards and grades can be developed."

CONSUMERS WANT "standards established which have meaning to the person who uses the goods."

results of these expert services made known to them at the time and place of final purchase. That is, they want grade labeling of all commodities for which standards and grades can be developed.

CONSUMERS acting alone cannot get answers to these questions. Nor can the merchants who sell to consumers answer them, because with rare exceptions they do not know the answers themselves. Therefore, the consumer movement; consumers joining their forces to find out what they need to know.

GOVERNMENT offers some services along this line, and laws offer some protections against harmful and dangerous commodities. These services and protections are limited in their scope. They reach the gross deception in a limited number of cases. They are intended to protect rather than to inform. They aim to prohibit the exceptional, rather than to throw light upon the normal. Where their purpose is to inform, they are for the most part voluntary in application.

NOTE, by way of contrast, with what thoroughness State and national governments seek to protect the consumer when he is investing his money, not in goods, but in securities. The Federal Securities Act requires that the sale of stocks or bonds to the investor shall be free from fraud and in addition shall be based upon full and adequate information set forth in a printed pros-

CONSUMERS WANT "hidden values and hidden defects evaluated by experts for buyers who are not experts."

CONSUMERS WANT "to know what characteristics determine the usefulness of a given commodity."

pectus describing in minute detail the nature of the security offered. Even the half-truth is under the ban; it is not sufficient that all facts contained in the prospectus shall be true, but other facts may not be omitted when failure to disclose them makes misleading the facts which have been stated.

CONSUMERS' EXPENDITURES for investment securities and for speculation are thus protected in meticulous degree and at considerable expense. Consumers' expenditures for the ordinary purposes of living receive no comparable protection, yet fully two-thirds of our population, those in the income classes where the average citizen lives, have little money to invest. Savings which they might, but probably do not, spend for securities amount to less than 3 percent of what they spend for the necessities of living. Perhaps a natural sympathy arises for the person who is robbed of his lifetime savings by the stock swindler, a sympathy which is not felt for those whose savings never materialize, because as they spend their money day after day for food, for clothing, and for household necessities their possible savings are whittled away in minute fractions.

ON THEIR OWN, consumers are taking steps to change this condition. Three organizations financed by popular subscription are examining and testing the qualities and prices of merchandise and furnishing the results to their subscribers in terms of money's worth,

CONSUMERS WANT "to know how the goods they buy may be utilized in order to yield the maximum in service and satisfaction."

CONSUMERS WANT "to know what are fair prices . . . for higher or lower quality . . . to get their money's worth."

CONSUMERS WANT "to understand how laws, regulations, and trade practices affect the supply of goods to market."

CONSUMERS WANT "to know who fixes prices, when they are fixed, and on what basis?"

with trade names and brand names attached. All over the country local informal consumer groups are conducting study programs in consumer problems. Home extension workers are doing a great deal to help farm housewives buy more wisely. Nation-wide women's organizations are encouraging this educational movement and are publicizing consumer problems and the steps needed to meet them.

SOME local consumer groups go further and are showing retailers what they can do to help consumers buy with judgment and with their eyes open. Others go still further and are contracting for price concessions through collective bargaining and are buying at wholesale on combined orders. Finally, they are forming incorporated consumer cooperative associations with paid managers and employees to perform for them this whole complex job of finding out what kind of goods they want, what kind of goods they are getting, and what prices they need to pay for them.

IN CONSUMERS' COOPERATION the consumer movement steps into the realm of business. For the unequal bargaining power of the individual consumer it substitutes the combined purchasing power of the members who form and control the cooperative association. For the blind buying of the individual consumer it substitutes specifications and the expert knowledge of those whom it employs to manage its affairs. Having reached back to wholesale sources the cooperatives may, and frequently do when they find it necessary, go further back toward original sources and provide through their own capital for processing, manufacturing, transporting, or producing the goods they need.

CONSUMERS' COOPERATION in different parts of the world is identical in its major purposes, but in each country the movement takes on special characteristics peculiar to the environment in which it has grown up. In Great Britain where it is oldest and has built up the greatest volume it has confined itself closely to the major purpose of supplying members with food, clothing, and other household necessities. It has gone heavily into manufacturing and processing, producing for itself about one-third of the goods it sells. It has representatives in Parliament, but the cooperative societies as a whole are not a political party. In Sweden the cooperative movement has been distinguished by its flair for trust-busting and for its dramatic success in that field. In Belgium it has long been affiliated with the trade unions and is closely aligned with the Socialist Party. And so on from one country to another.

"Farmers as organized consumers occupy a leading place in the consumer movement in the United States today. The largest consumer cooperatives in the country are farmer organized, farmer owned, and farmer operated."

IN THE UNITED STATES its most distinguishing characteristic is the extent to which farmers in recent years have taken a leading role in its development. More than 2,100 farmers' cooperative purchasing associations were in business in 1935, organized chiefly for purchasing but engaged also in cooperative marketing on a small scale. In addition about 2,400 farmers' marketing cooperatives reported in that year that they did some cooperative buying. Sales of $254,000,000 by the purchasing associations places that group third among the seven classes of agricultural cooperatives in point of volume, being exceeded by the dairy and the grain marketing associations, slightly larger than the fruit and vegetable and livestock groups, and much larger than the cotton and the miscellaneous marketing groups. In number of members, the purchasing group is at the top among agricultural cooperatives.

VOLUME of business done by all kinds of consumers' cooperatives in the United States is not known precisely. The Cooperative League estimates that it will approach $500,000,000 in 1936. An incomplete listing accounts for 7,200 associations, of which more than 5,000 are retail store societies and gasoline and oil cooperatives. This number does not include farm associations purchasing only farm supplies and nothing for the farm home.

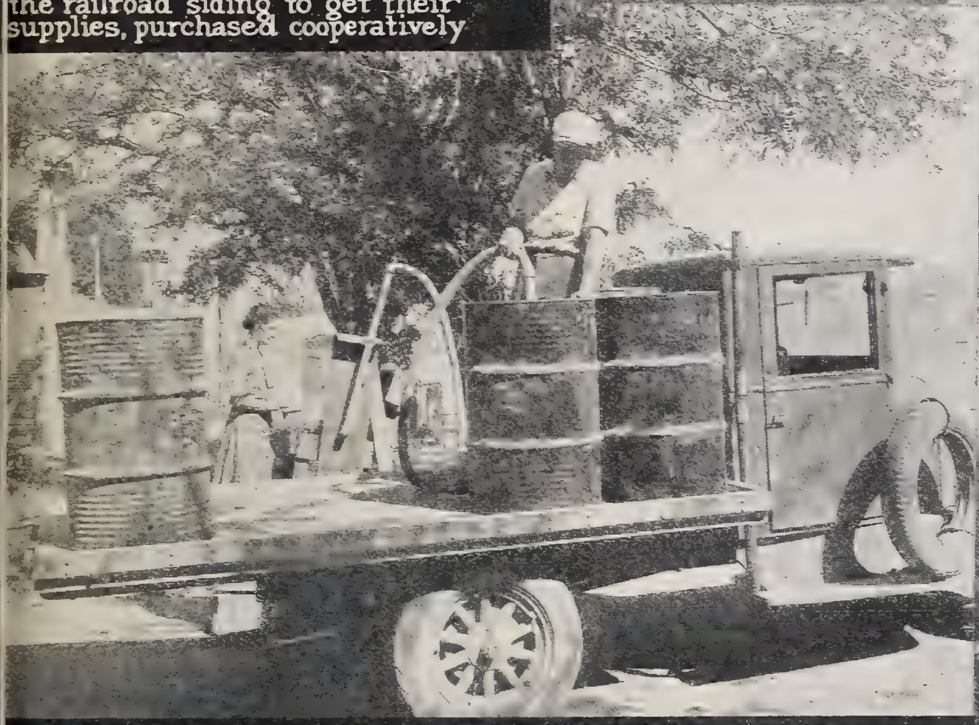
RECITAL of the lines of consumer cooperative activity included in the list illustrates the scope of the movement. It includes, in order of number of associations, the retail store and gasoline and oil societies; telephone; insurance; light, power, and water, including rural electrification; hotels, restaurants, and boarding houses; fuel; housing; burial; educational; publishing; laundries and dry cleaning; bakeries; hospital and medical services; auditing; recreational; milk distribution; garages; manufacturing; mail-order houses; management; organization; and library.

[Continued on page 21]

Books of the Central Cooperative Wholesale, at Superior, Wisconsin, servicing many retail cooperatives, showed a business of $2,185,000 in 1935

Consumers' Cooperative Association, North Kansas City, Mo. had sales in 1935 close to $3,000,000

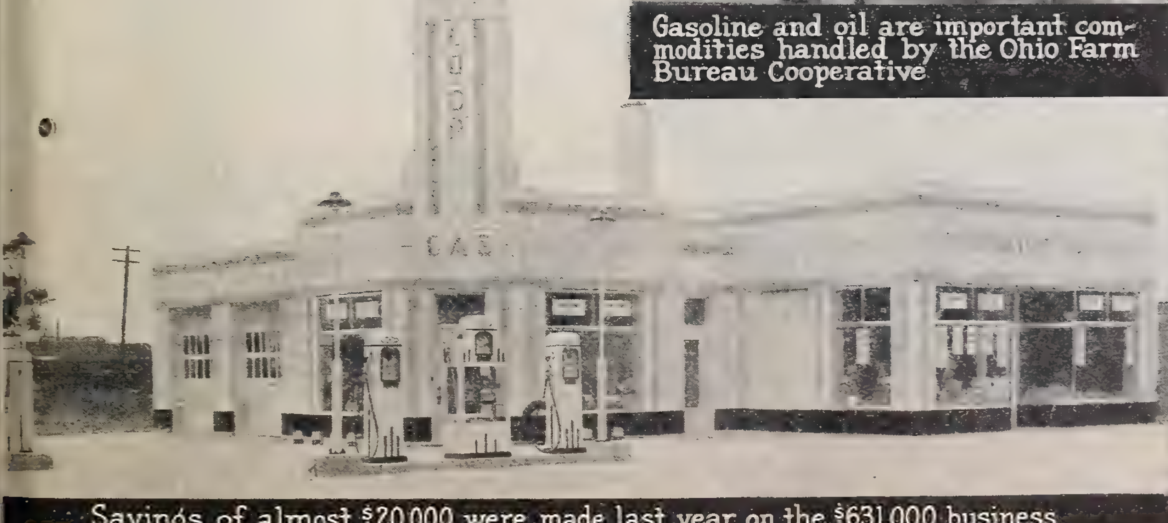
Farmers at Chalfont, Pa. drive up to the railroad siding to get their supplies, purchased cooperatively



A Farmer loads up with gasoline purchased from the Morrow County Cooperative Oil Association, at Lexington, Oregon

Sales of household supplies alone by the Rockingham, Va. Cooperative Farm Bureau in 1934-1935 totalled $228,000

Gasoline and oil are important commodities handled by the Ohio Farm Bureau Cooperative



Savings of almost $20,000 were made last year on the $631,000 business done by the Cooperative Trading Company of Waukegan, Illinois

Headquarters of Ohio's Farm Bureau Cooperative which last year did a business of over $4,000,000

Who EATS OUR ORANGES?

In Baltimore 1 out of every 100 families questioned had never used oranges or grapefruit.

32 families of those questioned had never had an orange in the house. This was one of the surprises that came out of the survey of citrus fruit consumption recently finished by the Consumers' Counsel——

REPRESENTATIVES of the Consumers' Counsel Division went doorbell ringing last April and May. Questionnaire in hand, they were calling on more than 1,000 housewives of Baltimore to get data on consumers' use of 9 fruit products. Then skilled searchers for consumer facts put similar questions to over 1,000 housewives, 1,000 miles westward, in St. Louis.

MEASURING consumer likes and dislikes, consumer buying habits, consumer capacity to buy, is a major task of the Consumers' Counsel Division in appraising the adequacy of agricultural production and ways in which consumption might be increased. In this instance, the statistics needed were on the consumption of citrus fruits. First, the researchers recorded actual purchases of fresh oranges and grapefruit, 6 canned fruit products, and dairy orange beverage. Second, they probed the facts on the purchasing habits of consumers to get a look behind the scenes and study how much consumers buy at a time, where they buy, how they use, and why they do not buy more of the product.

UNBALANCES between production and consumption can best be gauged when facts such as these are known for every type of product consumers want. Studies such as this help nutritionists to tell whether consumers are getting the adequate amounts of the kinds of foods that assure healthy bodies.

GROWERS, shippers—the trade in general—want this consumer food information. Growers want to know whether they are producing too little or too much in view of the consumer likes and dislikes. Shippers want to know whether consumers in different parts of the country have different wants and tastes and whether one product is preferred to another.

RINGING doorbells and recording answers to questions is only a small part of the work connected with a food survey. Plans must be carefully thought out before asking a single question. Cities in which the survey is to be made must be selected.

BALTIMORE AND ST. LOUIS were chosen because each was typical of an area—the East and Midwest—and would furnish a fair sample of representative consumption habits. Questions were planned and tested. Questionnaires to be practical must not be too long. Answering a long list of questions would be tiresome and toward the end of the list housewives might give snap replies. Leading questions—questions suggesting an answer—were ruled out, for the successful survey depends upon recording uninfluenced opinions and facts.

WHO should answer the questions was the next problem. Asking each housewife in Baltimore and St. Louis all the questions would take too long, cost too much. To get around this difficulty the statisticians selected a sample of slightly more than 1,000 homes in each city.

TO SELECT the samples for the study large maps of the two cities were spread out. Statisticians then drew lines around the two or more blocks in each ward. The blocks selected were sufficiently scattered to provide a fair random sampling of the whole area. The 1,000 families were then apportioned among the 28 wards of each city in proportion to the population in 1930. By following this procedure the enumerators would reach families whose incomes and standards of living ranged all the way from low to high.

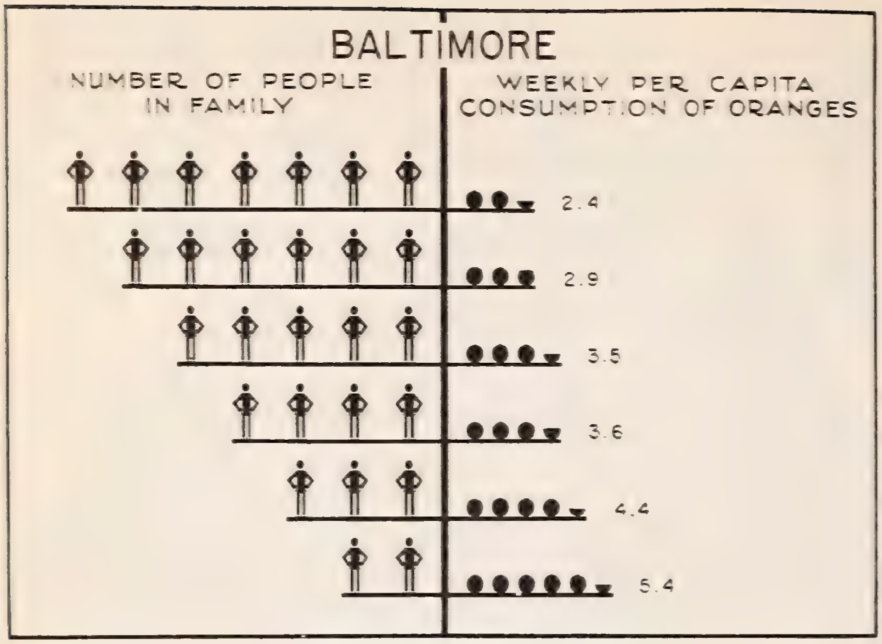
ENUMERATORS were hired, then trained. Training was necessary to make certain that all knew what the questions meant. They were instructed to get information only from the housewife or the head of the household, in no case from children. Answers were given with the understanding that names would not be disclosed. Reported here is the summary of the orange and grapefruit survey.

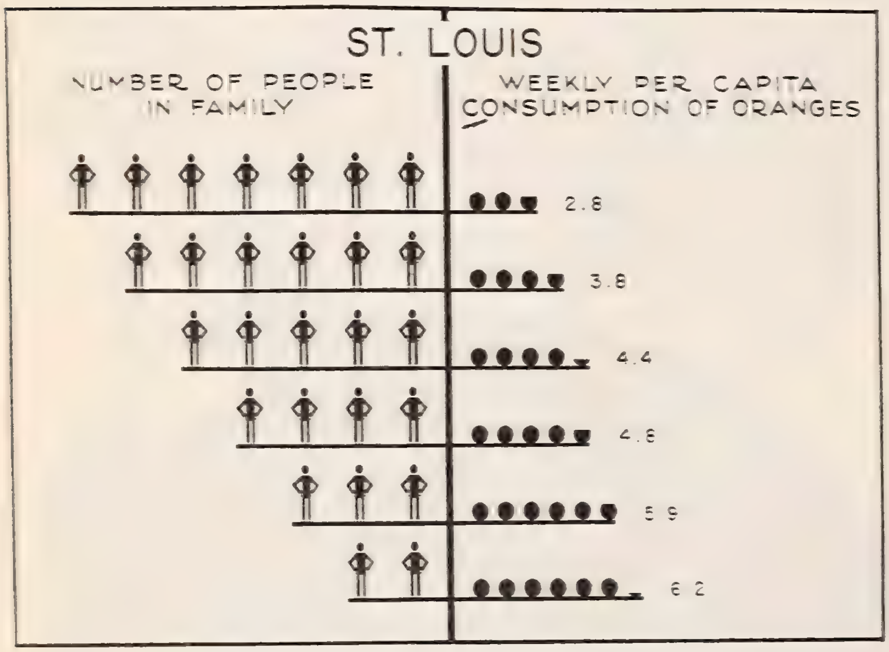
FIRST QUESTION asked by the enumerators was "Have you ever used fresh oranges or grapefruit in your home?"

TABULATION of replies to this question provided a surprise. Eleven households in Baltimore out of 1,012 interviewed had never used oranges, 150 had never used grapefruit. Out of 1,017 St. Louis families 21 had never used oranges, 202 had not used grapefruit.

ASKED why they had never used oranges, housewives gave various reasons. Some found the price too high, others objected to the taste, pre-

In St. Louis 2 out of every 100 families had never used oranges or grapefruit.





ferred other fruits, found the fruit too much trouble to eat.

HOW much did low income have to do with the failure to use either fresh oranges or grapefruit? From facts gathered on grapefruit consumption an analysis was made of the relation of income to failure to use the fruit. The analysis showed that income was an important answer, though probably not the only one. Out of 101 families in Baltimore who never used grapefruit, 20 percent received less than $10 in the week preceding the enumerator's visit, 47 percent received between $10 and $20, 21 percent received between $20 and $30, 8 percent between $30 and $40, and 4 percent between $40 and $100. A similar distribution was noted in an analysis of the St. Louis families.

"HOW many oranges and grapefruit did you use last week?" was the second major question asked in both cities. Answers to the question provided information on the volume of consumption, the buying habits of housewives and on other facts pertaining to the sources of consumer demand.

IT goes without saying that all families didn't use the same amounts. Oranges consumed within a week varied from 1 orange up to 4 dozen, and grapefruit consumed ranged from 1 up to 12 as reported by most families, although a few in each city reported larger quantities of both oranges and grapefruit consumed. In Baltimore 27 percent and in St. Louis 29 percent of the families used less than 1 dozen oranges during the week. Approximately one-half of the Baltimore families and 55 percent of the St. Louis families used less than 2 grapefruit within the week.

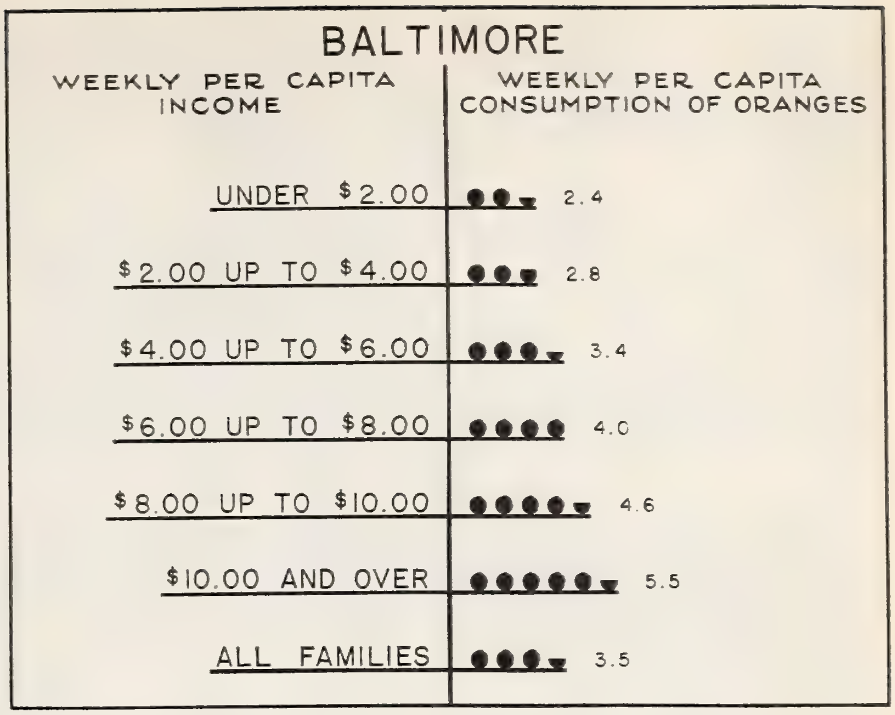
INDIVIDUAL consumers in St. Louis ate both oranges and grapefruit in slightly larger quantities than in Baltimore. Per capita consumption for Baltimore families as revealed by the survey was a little more than 3 oranges during the week while per capita consumption in St. Louis was little less than 4 oranges. The per capita consumption of grapefruit was also lower in Baltimore—one-half per person during the week as compared with two-thirds of one grapefruit per person in St. Louis.

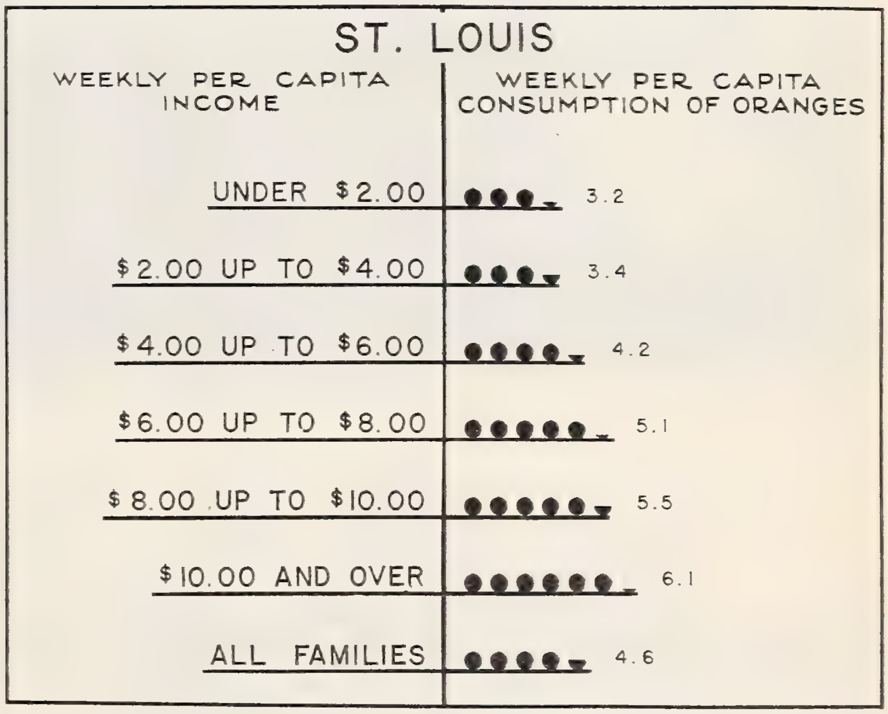
IN THE two cities together 15 percent of the families consuming oranges during the week reported that their consumption averaged less than one orange per person. Two-thirds of the families in the two cities reported consumption of less than four oranges per person during the week. Only one-quarter of the reporting families in the two cities consumed as much as one grapefruit per person per week, and in less than 5 percent of the families were as many as two grapefruits consumed per person.

BUT why these differences in the amounts consumed? Why did some families and individuals eat more, others less? Asked for an explanation, most housewives said, "We have all we want", and many replied, "We can't afford more." Preference for other kinds of fruit was a frequently stated reason for not using more grapefruit, much less so with respect to oranges.

STATISTICIANS then analyzed the relationship between size of income and the amount of consumption. In general they found that families with larger incomes consumed more oranges than did families with lower incomes, this tendency being more pronounced in the case of oranges than grapefruit.

BALTIMORE families, for instance, with weekly incomes of less than $10 ate an average of about 1 dozen oranges in the week preceding the survey, while families with weekly incomes of more than $50 consumed nearly 2 dozen. The analysis also revealed that individuals with a larger per capita income ate more of these fruits per person than did those with smaller per capita incomes. Charts on pages 10 and 11 show how per capita consumption varied with size of family and with per capita income.





VAST majority of families in both cities reported that they served fresh oranges regularly. In Baltimore 814 families out of 1,012 and in St. Louis 732 families out of 1,017 said they served oranges regularly. Grapefruit was not used to the same extent. Only 496 families in Baltimore and 398 families in St. Louis served the fruit regularly.

IMPORTANCE attached to these citrus fruits by housewives is also indicated by answers to the question "When did you last use oranges or grapefruit?" More than 90 of every 100 families questioned in both cities had used oranges between January 1, 1936, and the day of the interview in April or May. Thirteen families in Baltimore and 16 families in St. Louis last used this fruit in 1935. In Baltimore only 3 families and in St. Louis only 6 families last used the product prior to 1935. Grapefruit was eaten by about 70 percent of the families in both cities sometime between January 1, 1936, and the day of the interview.

[Concluded on page 23]

WHAT'S IN A FOOD NAME ?

Kitchen customs, consumer expectations, and commercial practices form the basis of the definitions by which the Food and Drug Administration gauges food passing in interstate commerse.

SEVEN SCIENTISTS--members of the Food Standards Committee—gathered around a table in the Washington office of the Food and Drug Administration a few weeks ago to define certain food products for purposes of enforcing the Food and Drugs Act. Definitions were needed for orangeade and lime rickey, and revised definitions for molasses and cream cheese.

PLACED before them were samples of these food products, data from official analyses, standard cookbooks, and opinions submitted by consumers and food manufacturers. To define orangeade was the first task.

CONSULTING a dictionary, you'll find orangeade defined as "a beverage made of orange juice mixed with water and sweetened with sugar." But this dictionary definition says nothing about how much orange juice.

CONSUMERS agree that a fruit drink dressed up to represent orangeade should contain some juice of oranges. Manufacturers, however, cannot agree on the exact amount. In fact, to cut cost of production some bottlers in 1930 began using an artificial coloring called "Sunset Yellow" to give their products the appearance of reality. When they added dried orange pulp, the illusion was complete.

ARTIFICIAL COLOR, when permitted to be added to food products, must invariably be declared by suitable label, under the regulations of the Food and Drug Administration. In certain cases where it is held that artificial color is an adulteration, its use cannot be corrected by label and is prohibited. Recent announcements of the Secretary of Agriculture have expressed this opinion with respect to the use of added color in orange beverages.

AS EARLY as 1918 the Bureau of Chemistry, then in charge of administering the Food and Drug Act, ruled that such terms as "ade, squash, punch, crush, and smash when used along with the name of a fruit should contain the fruit or juice of the fruit named", and that "such terms should not be applied to products flavored only with essential oils or essence." This announcement, however, did not undertake to set any minimum limits for the amount of juice which would entitle these various beverages to the name assigned.

QUESTION, then, to be decided was how much juice there should be in orangeade before the product should be labeled and sold as such to consumers. Customary household practice as revealed by housewives, home economists, and cookbooks, calls for one orange to each glass of orangeade or about 30 percent of fruit juice. The committee tasted samples of orangeade. Each sample contained a different amount of juice, all the way from 5 percent up through 50 percent.

ORANGEADE, they concluded when all the evidence was in, is a "beverage consisting of orange juice, sugar, and water. It contains not less than 25 percent of orange juice. The acidity may be increased by the addition of lemon juice." They proposed that a fruit drink labeled "orangeade" and shipped in interstate commerce should measure up to this standard.

AFTER tasting different samples of lime rickey and considering the testimony of consumers, the committee concluded that this fruit-juice beverage should contain at least 7 percent of lime juice plus sugar and carbonated water.

FOOD DEFINITIONS or standards are used by officials of both Federal and State governments to enforce pure food laws. Major purpose of pure food laws is to protect consumers from the purchase of adulterated or mislabeled food products. Federal laws apply to interstate commerce while State laws apply to commerce carried on wholly within the State.

CLAIMING that a food is adulterated or mislabeled assumes a standard against which the accused food can be compared. Food definitions as standards of identity serve this purpose.

FOR INSTANCE, an official of the Federal Food and Drug Administration locates a product shipped from one State to another, which he thinks is adulterated or mislabeled and hence in violation of the Pure Food Act. The official buys a sample and sends it to his regional office for examination.

SKILLED analysts examine both the contents and the label to find whether the product is everything it should be or everything it pretends to be according to the label.

BASIS for this analysis is the food definition proposed by the Food Standards Committee and accepted by the Secretary of Agriculture as the official standard for the Department. If the examination proves that the food product is below the minimum requirements as

Butter, the only food product with a legal definition runs afoul of the law if it moves in interstate commerce with less than 80 percent butterfat.

described in the definition or if the contents are not accurately stated on the label, the product is liable to seizure by the Food and Drug Administration.

FOOD LABELS are checked constantly by Food and Drug officials to protect consumers from untruthful and misleading statements. For example, suppose you ask your grocer for a bottle of Mayonnaise, and he hands you a product labeled "Salad Dressing."

MAYONNAISE, according to the definition, must contain "not less than 50 percent of edible vegetable oil", and enough egg yolk to make the sum of the percentages of oil and egg yolk not less than 78 percent.

SALAD DRESSING, on the other hand, may contain only a small amount of egg yolk, or none at all. Furthermore, it may contain a large amount of starch and other products, but little or no oil.

READING LABELS helps you to buy what you want. But to read labels intelligently, you should know how various foods are defined. By writing to the Food and Drug Administration of the Department of Agriculture you can obtain a copy of "Service and Regulatory Announcements F. D. No. 2" which contains the definitions and standards for food products.

PIONEER WORK in food definitions goes back to 1897 when the Association of Official Agricultural Chemists assigned to five of its members the duty of compiling specifications for foods that would receive the same recognition as those for drugs.

WHERE to set the limit between an adulterated and unadulterated food was the big question. If the standards were based on analyses of the better grades, the lower grades, though genuine, might be condemned as adulterated.

FURTHERMORE, what was adulteration? Assuming, for instance, that pepper stems are adulterants, where should the line be drawn between stems not readily removable in the course of manufacture and stems added to increase the weight?

CONGRESS looked with approval upon progress made by these early food definers and in 1902 provided funds for continuing the work. From then until 1906, when the Federal Food and Drugs Act was passed, the annual appropriation bill of the Department of Agriculture provided that "the Secretary of Agriculture in collaboration with the Association of Agricultural Chemists and such other experts as he may desire to consult, shall fix standards for all food products for the information and guidance of officials and courts charged with the execution of pure-food laws."

SHORTLY after the Federal Food and Drugs Act went into effect the committee became less active. By 1912 it was practically inoperative. Problems of coordination with State enforcing agencies cropped up in 1913, and the present Food Standards Committee was created. Three of the nine members represent the U. S. Department of Agriculture, 3 represent the Association of Dairy, Food and Drug Officials, and 3 the Association of Official Agricultural Chemists. Six of the members are State food officials. At present there are 2 vacancies on the committee. Over 300 definitions proposed by the Food Standards Committee have been officially adopted by the Secretary of Agriculture.

MEETING as a group the committee considers all available information on the composition of the foods to be defined. Food manufacturers assist the committee by supplying answers to technical questions. Consumers and consumer groups are called upon and cookbooks are consulted to determine consumers' understanding of the food product up for definition. Following such consideration, if the committee comes to an agreement, it promulgates a tentative definition. Announcement of the definition is made public in press releases issued by the Department of Agriculture.

DEFINITIONS proposed by the Food Standards Committee are not official until accepted by the Secretary of Agriculture. Before acceptance consumers and manufacturers consider the tentative definitions, make comment and criticism to the committee. Public hearings are held if the definition has evoked considerable comment or if the definition refers to an important food product.

FOOD DEFINITIONS, with exception of the one for butter, are regulatory announcements

In deciding how much fruit juice must be in a drink labeled "orangeade" food definers experiment with different proportions suggested by best home and commercial practice

of the Department of Agriculture, and not laws. Officials who enforce pure food laws cannot plead the definition as the law of the land, the violation of which should be punished with a penalty. Congress has not authorized the establishment of legal standards for foods, other than butter. Instead, the definitions attempt to reduce to plain and specific terms the common trade practices, and consumer understanding with respect to foods. Administration of the law is guided by these definitions. Since this is true, it is doubly important that the Food Standards Committee devise definitions which accurately reflect both consumers' opinion of the product and good commercial practice. Otherwise the validity of the definition would not stand up in court as the commonly accepted standard.

FOR INSTANCE, a few years ago, a food product sold as strawberry jam was found deficient in fruit according to the Federal definition. The Food and Drug Administration seized the product and the manufacturer took the case into court. Government attorneys first established the validity of the definition which reads "not less than 45 pounds of fruit to each 55 pounds of sugar" should be used in the manufacture of fruit jams or preserves.

HOUSEWIVES told the jury how they made preserves or jam by cooking equal parts of fruit and sugar. Manufacturers were subpenaed who described the traditional practice. In the end, the Government won its case. The product on trial contained half the amount of fruit described in the definition with a considerable amount of pectin added. The court accepted the definition, and held that the pure food act had been violated.

BUTTER has prestige in court not shared by other food products. It is the only food defined by law. Congress took the definition proposed by the Foods Standards Committee and by the act of March 4, 1923, made butter legally a food product which is "made exclusively from milk or cream, or both, with or without common salt, and with or without additional coloring matter, and contains not less than 80 percent by weight of milk fat."

[Concluded on page 23]

Consumers' Bookshelf

Fourth edition* of a series of references to books, pamphlets, and other printed and illustrative material of value to teachers and leaders of consumer study groups. The mention of any material in this list does not imply an endorsement of the point of view of the author by the CONSUMERS' GUIDE.

LAUNDRY EQUIPMENT

METHODS AND EQUIPMENT FOR HOME LAUNDERING, by Textiles and Clothing Division, Bureau of Home Economics. 1926, revised 1929. 36 pp. Farmers' Bulletin 1497. Address: Superintendent of Documents, Washington, D. C. 5 cents.

ARE YOU BUYING A WASHING MACHINE, by Ruth Beard and Thelma Beall. 1936. 12 pp. Extension Bulletin No. 178. Address: Agricultural College Extension Service, Ohio State University, Columbus, Ohio. Free.

POINTS TO BE CONSIDERED IN THE SELECTION OF A WASHING MACHINE. 2 pp., mimeographed. Address: Household Equipment Section, Bureau of Home Economics, Department of Agriculture, Washington, D. C. Free.

A STUDY OF WASHING MACHINES, by E. B. Snyder and M. P. Brunig. 1931. 44 pp. Research Bulletin No. 56. Address: Extension Service, University of Nebraska, Lincoln, Nebr. Free.

HOUSEHOLD ELECTRICAL EQUIPMENT

BUY YOUR ELECTRIC RANGE WITH DOLLARS AND SENSE, by Ruth Beard and Thelma Beall. 1935. 8 pp. Extension Bulletin 167. Address: Agricultural College Extension Service, Ohio State University, Columbus, Ohio. Free.

ELECTRIC RANGES FOR HOUSEHOLD USE. 1934. 10 pp., mimeographed. Address: Bureau of Home Economics, Department of Agriculture, Washington, D. C. Free.

ELECTRIC EQUIPMENT IN THE HOME—ITS CARE AND REPAIR, by Albert V. Krewatch. 1936. 23 pp., illustrated. Extension Bulletin No. 76. Address: University of Maryland, College Park, Md. Free.

THE ORGANIZATION, PURPOSE, AND METHODS OF UNDERWRITERS LABORATORIES. 1935. 15 pp. Underwriters Laboratories, 207 East Ohio St., Chicago, Ill. Free.

LIST OF INSPECTED ELECTRICAL APPLIANCES. 1936. Address: Underwriters Laboratories, 207 East Ohio St., Chicago, Ill.

INTRODUCING THE ELECTRIC RANGE, by Merna M. Monroe and Edna M. Cobb. 1936. 18 pp., illustrated. Extension Bulletin No. 222. Address: Extension Service, University of Maine, Orono, Maine. Free.

CHOOSING AND OPERATING ELECTRIC STOVES, by A. E. Barager and Edna B. Snyder. 1934. 22 pp., illustrated. Extension Circular 47. Address: University of Nebraska, Extension Service, Lincoln, Nebr. Free.

UTENSILS FOR THE ELECTRIC RANGE, by Evelyn H. Roberts. 1933. 20 pp. Extension Bulletin No. 283. Address: Extension Service, University of Washington, Pullman, Wash. Free.

BRIEF OUTLINE OF STUDY OF RELATIVE EFFICIENCIES OF DIFFERENT TYPES OF UTENSILS IN ELECTRICAL COOKERY, by P. S. Greene and L. Smith. 1931. Extension Bulletin 360. Address: Extension Service, University of Maine, Orono, Maine. Free.

A PRIMER OF ELECTRICITY AND HEAT, by M. M. Monroe. 1934. 42 pp. Extension Bulletin 376. Address: Extension Service, University of Maine. Orono, Maine. Free.

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*Previous editions appeared in the CONSUMERS' GUIDE for October 19, November 2 and 16, 1936.

SELECTION FACTORS FOR ELECTRIC HOUSEHOLD EQUIPMENT, by Evelyn Roberts. 1936. Address: Extension Service, State College of Washington, Pullman, Wash. Free.

ELECTRIC RANGES—A PARTIAL LIST OF REFERENCES, by Harriet R. Howe and Helen Holbrook. Revised July 1936, 14 pp. Address: Bureau of Home Economics, U. S. Department of Agriculture, Washington, D. C. Free.

CARE AND OPERATION OF ELECTRIC HOUSEHOLD EQUIPMENT, by G. M. Redfield. 1933. 6 pp., illustrated. Extension Leaflet 187. Address: Extension Service, Purdue University, Lafayette, Ind. Free.

REFRIGERATORS—ICE AND ELECTRICAL

WHEN YOU BUY A REFRIGERATOR, by the Committee on Standardization of Consumers' Goods. Consumer Purchasing Leaflet No. 3. 1932. 6 pp. Address: American Home Economics Association, Mills Building, Washington, D. C. Single copies 2 cents, or in lots of 25 or more 1 cent each.

COLD FACTS, by B. G. Danner. 1933. 23 pp. Extension Bulletin Vol. 21, No. 433. Describes installation and use of electric refrigerator. Address: Extension Service, Georgia State College of Agriculture, Athens, Ga. Free.

STANDARDS FOR HOME REFRIGERATORS, adapted from a Report on Refrigeration to the Committee on Fundamental Equipment of the President's Conference on Home Building and Home Ownership. 6 pp., mimeographed. Address: Bureau of Home Economics, U. S. Department of Agriculture, Washington, D. C. Free.

HOUSEHOLD REFRIGERATION BUREAU OF THE NATIONAL ASSOCIATION OF ICE INDUSTRIES, 223 North Lasalle St., Chicago, Ill., distributes a set of 13 free bulletins of interest to persons buying or now owning an ice refrigerator. Of special interest are:

- No. 4. The Care of the Home Refrigerator.
- No. 10. How to Use a Good Refrigerator.
- No. 12. Buying a Refrigerator.

CODE FOR TESTING DOMESTIC REFRIGERATORS USING ICE. B 38—1931. Technical Bulletin. Address: American Standards Association, 29 West 39th St., New York, N. Y. 20 cents.

GAS STOVES

BUY YOUR GAS RANGE WITH DOLLARS AND SENSE, by Ruth Beard and Thelma Beall. 1935. 8 pp. Extension Bulletin 168. Address: Agricultural College Extension Service, Ohio State University, Columbus, Ohio. Free.

WHAT'S WITHIN THE GAS RANGE. 56 pp. Address: American Gas Association, 420 Lexington Ave., New York, N. Y.

LIQUIFIED PETROLEUM (BOTTLED) GASES. 1930. Letter Circular No. 292. Address: National Bureau of Standards, Department of Commerce, Washington, D. C. Free.

HOUSEHOLD EQUIPMENT—GENERAL MATERIALS

HOUSEHOLD EQUIPMENT, by Louise J. Peet and L. E. Slater. 1934. 315 pp. Address: J. Wiley and Sons, Inc., New York, N. Y. $2.75.

STANDARDS FOR THE SELECTION OF HOUSEHOLD EQUIPMENT, by E. Davidson. Journal of Home Economics. Volume 20, Dec. 1928. Pages 879-81. Published by the American Home Economics Association, Mills Bldg., Washington, D. C. Single copies 30 cents.

BETTER HOMES MANUAL, by Blanche Halbert, editor. 1931. 781 pp., illus. Includes chapters on (1) Home Lighting, (2) Heating, Ventilation, and Humidity, (3) Plumbing, (4) Kitchen Equipment, and (5) Furniture. Address: University of Chicago Press, Chicago, Ill. $3.00.

SELECTION OF KITCHEN UTENSILS, by Frances Pew. 1931. 16 pp., illus. Extension Bulletin. Address: Extension Service, Iowa State College, Ames, Iowa. Free.

HOW TO CHOOSE AND USE KITCHEN KNIVES, by G. E. Stratton. 1934. Extension Bulletin 210. Address: Extension Service, Connecticut State College, Storrs, Conn. Free.

THE SELECTION OF DINNERWARE FOR THE HOME, by A. S. Watts. 1930. 14 pp. Circular 21. Address: Ohio State University, Engineering Experiment Station, Columbus, Ohio.

WHEN YOU BUY CUTLERY. 1936. 6 pp. Consumer Purchasing Leaflet No. 5. Address: American Home Economics Association, Mills Building, Washington, D. C. 2 cents each for single copies, 1 cent in lots of 25 or more.

Your Food Costs

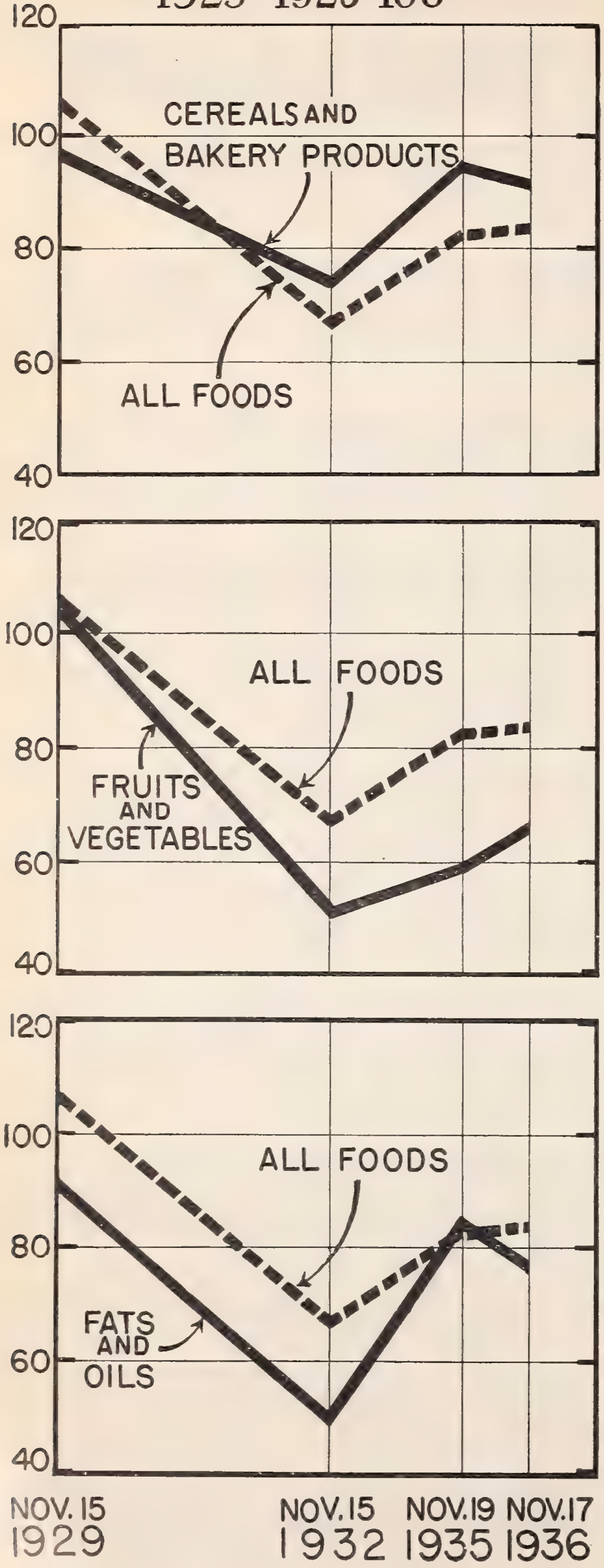
LOWER costs for all food groups except eggs resulted in 0.4 percent decline in retail food costs from October 13 to November 17. This was the second successive monthly period in which costs have receded from their September peak and costs returned again to the lower June levels.

ON NOVEMBER 17 the index of retail food costs as reported by the Bureau of Labor Statistics was 82.5 percent of the 1923-25 average. Costs in general were over 1 percent higher than a year ago, but dairy products, fruits and vegetables, and eggs were the only groups higher in cost than on November 19, 1935. In each case drought was the primary factor for the high level. Contrary to the general movement of food prices in the country as a whole, food costs increased about 0.5 percent in the Mountain and Pacific States, primarily due to higher fruit and vegetable prices.

MEATS as a group led the downward parade reaching their 1936 low point. Cost of pork cuts dropped 6 percent, chickens and lamb were 4 percent and 3 percent lower, but beef cuts increased 1 percent. These changes followed the sharp meat price declines of a month ago and consequently all lamb cuts, pork chops, loin roast, bacon, and chickens hit their 1936 low.

FRUITS and vegetables continued their downward course started when potato prices began to fall last July, and they registered the second largest cost decline. Lower costs for practically all fresh items offset increases in dried items, and onions and cabbage prices dropped to a new low level for 1936. Downward course of potato prices was checked but potato prices remained unchanged instead of registering a seasonal advance. Butter declined 1 cent or more per pound in 45 cities, and this was a primary factor in pushing down the cost of dairy products 0.5 of 1 percent. Eggs, the only food group to advance, moved up seasonally 8 percent to attain their highest level for the period since 1930. Comparing food costs with a year ago, cereals and bakery products were 3 percent lower, meats 4 percent lower, while eggs and dairy products were 6 percent higher and fruits and vegetables 13 percent higher.

A PERSPECTIVE OF FOOD COST CHANGES
1923~1925=100



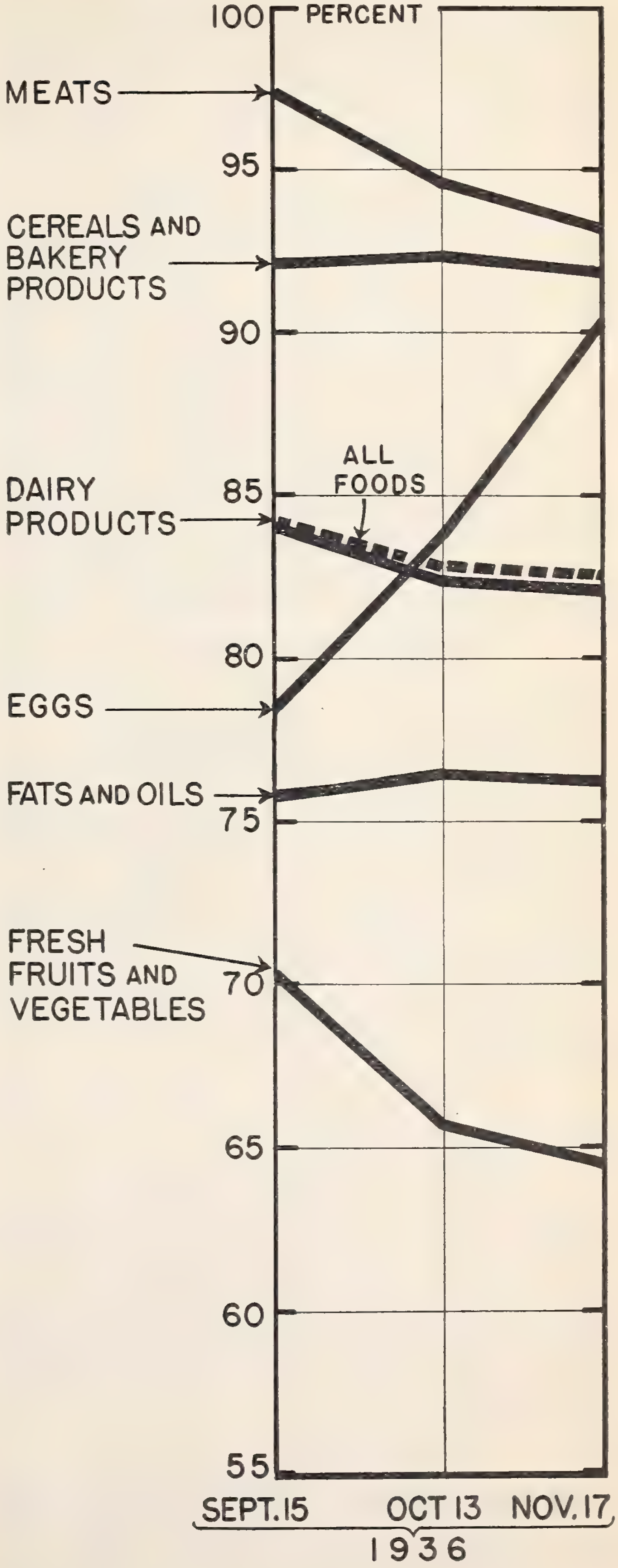
and Supplies

DECLINING retail prices reflected the slight downward movement in farm prices from mid-October to mid-November. There were few major price changes, but farm prices of fruits and truck crops dropped sharply. A bumper citrus crop accounted for the change in fruit prices. Farm prices of most foods continued higher than a year ago with truck crops, cattle, lamb, and chickens the only foods below November 15, 1935 prices. Dairy products were about 15 percent higher than a year ago, but meats as a group were only slightly higher.

SEASONAL peak in egg prices appears to have been reached in late November and prices should now move downward. This decline may be small and winter egg prices may be expected to continue higher than a year ago because of high feed costs coupled with the fact that cold-storage stocks, were 20 percent below last November 1. Egg production in the Middle West has been slow in recovering from drought effects. November egg receipts at major markets were 25 percent below last November and the same amount below October. Due to feed shortage, seasonal production improvement in this area until next spring probably will be moderate. However, production on the Pacific and Atlantic coasts has been running above last year's high level and these increases should offset part of the decline from the Midwest. Receipts from these two areas are relatively important in December and January and it appears that very shortly they will be fully ample for current requirements. Retail egg prices advanced seasonally 3.3 cents to 46.9 cents per dozen from October 13 to November 17, with the largest increases in the Central States where price increases ranged from 10 to 25 percent. The United States average price was about 2 cents a dozen higher than a year ago.

LARGE poultry supplies are in prospect for Christmas and New Years at prices below a year ago. This year's record turkey crop caused November 15 farm prices to drop 5 cents a pound below a year ago and many farmers held their birds for Christmas marketing. The proportion of the turkey crop remaining to be marketed is believed to be somewhat larger than last December. Receipts of fresh-dressed chickens and fowls may

A CLOSE UP OF FOOD COST CHANGES
1923~1925 100



decline from November to December, but this difference should be offset by record cold-storage stocks which were 52 million pounds larger than on November 1, 1935. From October 13 to November 17 the retail price of roasting chickens declined 1.3 cents to 29.8 cents a pound. This was the first month in 1936 in which chicken prices were lower than a year ago.

RECORD cattle and lamb slaughter and a large increase in hog slaughter during November resulted in meat supplies substantially larger than during November 1935. Calf slaughter, which did not register an increase, was only slightly smaller. Supplies of all animals except hogs, however, declined seasonally from October levels. Shortage of feed supplies has caused this earlier than usual marketing of most meat animals, and more than seasonal declines in slaughter may be expected this winter. Prices of all meats are expected to increase this winter because of the usual seasonal price movement, reduced slaughter, and increased consumer income.

NOVEMBER hog slaughter increased 23 percent over October, and was 77 percent above last November's low level. Peak slaughter is reached usually in December. Slaughter this December may not be much larger, and possibly might be smaller than during November because short corn supplies have sent hogs to slaughter earlier than usual. Spring hog supplies are expected to be extremely small, but a more complete picture of prospects will be obtained in late December when the fall pig crop report is released. This will indicate the pigs left for winter marketing and the amounts likely to be marketed in the spring.

DUE TO expected reductions in hog slaughter, packers have built up cold-storage holdings. Lard and pork storage stocks usually reach their low in November and December respectively, with August and March the peak months. November 1 lard stocks were 129 percent above the small stocks a year ago, 32 percent above average, and the third largest November 1 on record. Pork stocks of 352 million pounds were 46 percent above the very small stocks a year ago but 14 percent below average.

SHARP retail pork price declines occurred from October 13 to November 17, and all cuts except ham and salt pork reached their 1936 low. Chops and loin roast dropped about 4 cents a pound while ham and bacon were about a cent a pound lower. Since mid-September fresh pork prices have dropped about 7 cents a pound. On November 17, fresh pork was retailing at 12 percent below a year ago, while lard, bacon, and ham were 18 percent, 11 percent, and 4 percent lower. Sliced bacon was 10 cents a pound cheaper than a year ago. Low point in wholesale price of fresh loins at Chicago appears to have been reached in late November, and pork prices may be expected to advance with sharpest increase in late winter and early spring.

CATTLE slaughter declined seasonally during November and was only 3 percent larger than a year ago, but it was the largest November slaughter since 1919. Marketings of heavy well-finished cattle continued fairly large. However, supplies from now on are expected to include a larger proportion of short-fed cattle, with well-finished animals comprising a progressively smaller percentage of total slaughter. Cattle prices should go up this winter with the largest increases in the better grades.

BEEF cuts were the only meats to register retail price advances from October 13 to November 17, sirloin steak, plate and chuck roast jumping about ½ cent a pound. This change carried steak prices to a level 2 percent higher than a year ago while roasts were only 3 percent lower. This marked the first time since January that the retail price of any beef cuts has been above its 1935 level, a liberal supply of better grades tending to keep down prices. On the Chicago wholesale market, choice and prime cattle advanced about $1.15 a hundred pounds during November with good cattle up about half that amount. Prices of lower grades advanced at the start of the month, but soon returned to their late October prices.

NOVEMBER lamb slaughter was the largest November on record, and was reflected in retail price declines, ranging from 0.5 cent a pound in breast and leg of lamb to 1.5 cents a pound in the case of chops, during the month period. On November 17, prices of lamb cuts reached their 1936 low, and were 1 to 3 percent below retail prices on November 19, 1935. This was just the opposite of previous months when lamb prices were above their 1935 level. December and January grain-fed lamb supplies are expected to be larger than a year ago, but from February to April supplies may be considerably smaller. Prices are expected to advance seasonally with sharp advances in February.

[Concluded on page 23]

ARE PRICE TAGS ENOUGH?

[Continued from page 6]

MORE than 5,000 credit unions have been organized to handle savings and loans for families of moderate means, the cooperative answer to the high cost of installment buying and the high rate of interest on commercial small loans. Of this number 1,800 are organized under Federal charter.

DESPITE this wide range of cooperative activity, the proportion of goods and services purchased cooperatively in this country is still small. Possibly 1 percent of total retail store sales of merchandise is through cooperative channels. Until an accurate enumeration of cooperative business has been made we will not know to what extent it competes with other distributors in various lines of trade.

BETTER figures are available in the field of cooperative purchasing by farmers, where 2,112 such associations reported a business of $254,000,000 in 1935, of which only $7,000,000 was cooperative marketing. In addition, approximately 2,400 farmers' marketing associations reported cooperative purchases of $68,000,000 in that year. The total of $315,000,000 of cooperative purchasing business includes some duplication of wholesale and retail business. It includes only commodity sales, however, and does not include insurance written cooperatively by farmers' associations or the value of services rendered by their telephone, water and irrigation, and rural electrification cooperatives.

IN THE AGGREGATE consumers' cooperation does not account for a large share of distribution business in this country, but it has been showing a remarkable growth in recent years and, especially in the farm field, can point to a number of associations of considerable size. The Cooperative G. L. F. Exchange in New York reported a $40,000,000 business in the year ended last June 30. The Eastern States Farmers' Exchange topped $14,000,000, and the Illinois Farm Supply Company $10,000,000 in 1935. The Southern States Cooperative business was close to $6,000,000. The Ohio Farm Bureau Cooperative, the Indiana Farm Bureau Cooperative, and the Farmers Union Central Exchange at St. Paul each exceeded $4,000,000. Three other wholesale cooperatives, handling chiefly petroleum products each, sold more than $2,000,000 at wholesale in that year. The Michigan Farm Bureau just reached $2,000,000 in 1935 with a gain of 100 percent over 1934. The Farm Bureau Mutual Automobile Insurance Company organized by the Ohio Farm Bureau 10 years ago with initial capital of $10,000 now has 160,000 policies in force in eight eastern States, its assets are more than $5,250,000, and it is the eighth largest mutual casualty company in the United States.

NATIONAL COOPERATIVES, INC., has been organized to combine the purchases of petroleum products and other lines for eight wholesale cooperative associations, including most of those enumerated above. Its business in 1935 was $25,000,000. Behind it also are the Central Cooperative Wholesale in Wisconsin and the Eastern Cooperative Wholesale in New York City, both of which buy foods and other goods for retail cooperatives in towns and cities. Through these member associations and others affiliated with them, National Cooperatives, Inc., can make purchases of gasoline and oil for farmers in 24 States. It is buying farm implements made to its specifications and a tractor designed to the needs of its farmer members.

WHAT are the implications of this development of consumers' cooperation, farm consumers, and urban consumers working together? As a system of business enterprise, what does it mean to other forms of business organization? It is self-evident that an increasing volume of goods distributed in a cooperative way will affect the volume handled by commercial enterprise. The success of one kind of business may mean injury to another form, but in considering the effect of this competition we should distinguish the business from the individuals who are engaged in it.

INDIVIDUALS engaged in the business of distribution already eliminate each other at a remarkably rapid rate. They do not necessarily become unemployed because they fail to succeed as business men. If the growth of cooperation speeds up that turnover, it might also be expected to provide an alternative opportunity of employment to those who fail to make the grade on their own.

AS FOR COMPETITION between the system of cooperation and the system of commercial business, the Chamber of Commerce of the United States has recently said that the outcome should be determined according to their respective merits. To the Chamber of Commerce this means that consumers' cooperation should receive no preferential treatment from governments, and to cooperative spokesmen it means that the cooperative system must be protected from interference by those who now occupy the field. It is feared that those who see their position threatened by the new development will be unwilling to leave the outcome to be decided on the basis of merit alone. The newcomers see that priority gives an advantage, as for example, when it gives support to legislation proposed for the purpose of freezing methods of distribution in present patterns.

IN COMPARING the established forms of business with consumers' cooperatives it is worth while to reduce to simplest terms the differences between them. Business as organized today is not strictly private. For the most part its capital is recruited from the public, from a group of investors who venture their savings in the enterprise in the hope of receiving their share of the profits. The cooperative association also starts with a public group, but the members of that group are the customers of the enterprise as well as the sources of its capital. Whereas so-called private business enlists public aid through the investment market, the cooperative enlists it in the consumers' market where the enterprise originates. The important difference between them is that the public group behind the private business is looking for profit while the public group behind the cooperative is looking for goods or services which they themselves propose to use.

INVESTORS in the ordinary business are interested in that business chiefly as a source of profit or income. They, therefore, concern themselves little, and for the most part not at all, with its management. If it brings them too little profit they take their money out and put it elsewhere. A member of the cooperative association, however, invests his money in it because he intends to be its customer. He is concerned how the business is run because it will affect not only whether he gets a return on his investment but also whether he gets his money's worth in the goods he buys.

ORGANIZED and operated by its customers, the consumer cooperative acquires at relatively little cost one asset which other kinds of business spend large sums to acquire and to retain, the good will of its customers. That feature of the cooperative system is a source of strength as a competitor in the field; but that strength is also its weakness. Consumers of a given group of products do not automatically form themselves into a group of investors and set themselves up in business. And once consumers have entered upon their enterprise, they have only begun the task of providing themselves with goods according to their requirements. They must retain an active interest in the affairs of their business or it will not succeed as a cooperative venture.

BUSINESS on this basis calls for an intelligent and persevering body of stockholders and for scrupulously honest and unselfish management. Both stockholders and management must be motivated by ideals that look to the modest welfare of the many, rather than the enrichment of a few; bargain hunters, profiteers, and supersalesmen are not welcome in cooperative circles. These standards are not easy to come by, but once acquired they are valuable assets. Indeed the fact that consumers' cooperation has become a factor of major importance in other countries and has made a healthy beginning in the United States is a tribute, not to the magic of a new formula, but to the initiative and industry of ordinary people and to the competence and integrity of those who are content to be the leaders of ordinary people.

BOTH in city and country the consumer movement springs from the knowledge that shears with only one blade don't cut anything. The level of material welfare among farmers and city workers is not measured only in prices or wages received. It is determined as well by what they need to pay for the goods they buy, and by the kind of goods they get for the money they spend. Farmers want parity—a ratio of prices received to prices paid. And so does labor. The question between them is whether they should pursue these ends in terms of price tags alone—a pursuit that may cancel the gains of the one against the gains of the other, or whether they should unite in a program that measures results in terms of quantity and quality of goods consumed.

LEADERS of the farmers' consumer business see in their program a purpose to increase the aggregate quantities of goods consumed. When people begin to act together as consumers they begin to think together as consumers also. They begin to understand in the most matter of fact way imaginable that prices, wages, and incomes are only means to an end. While higher prices and higher wages serve as immediate objectives of organization by farmers and by wage earners, only when those gains result in increased quantities of things consumed is the standard of living of all groups together raised to permanently higher levels.

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WHO EATS OUR ORANGES?

[Concluded from page 11]

BUYING habits of citrus consumers in these two cities differ in other respects than the amount of products consumed. Retail food stores got 42 percent of the Baltimore orange business and 74 percent in St. Louis. In Baltimore 34 percent of the housewives bought from city fruit stands while this was a source of supply for only 13 percent of the St. Louis housewives. The same difference as between the two cities is noted for the purchase of grapefruit.

DRINKING the juice at breakfast was the most frequently encountered use for oranges in both cities. In Baltimore the second most important use was eating between meals and the third, eating oranges as whole fruit at breakfast. The second most important use as indicated by St. Louis housewives was eating oranges as a whole fruit at breakfast. Third was eating between meals. Other major uses in both cities was feeding the juice to children and infants, put-up lunches, and feeding to ill persons. Although housewives in both cities found more than one use for grapefruit, main use by far and large was as whole fruit eaten at breakfast. Over 70 percent of the families in Baltimore and 89 percent of the families in St. Louis used the fruit in this form. The other major use was drinking in the form of juice.

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WHAT'S IN A FOOD NAME?

[Concluded from page 15]

TO ENFORCE this legal definition of butter, officials of the Department of Agriculture need only prove that the butter in question fails to measure up to the minimum requirements of the standard.

FOOD DEFINITIONS have the effect and force of law in 18 States. Legislatures in these States passed laws which automatically include all Federal definition into statute. Federal definitions are issued as regulatory announcements in other States, and are used for the guidance of State food officials in enforcing State pure-food laws.

STATE food laws, although not identical to Federal legislation, as a rule follow the same general pattern as the Federal Pure Food Act of 1906. The administration of these State laws, however, differs as between States. In some States the food administration is a part of the Department of Agriculture, in others the Department of Health, and in other States has an independent status.

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YOUR FOOD COSTS AND SUPPLIES

[Concluded from page 20]

FALL and winter vegetables moved to markets during November in much larger quantities than a year ago. These vegetables arrive at markets from November through January. Growers in the southeast increased plantings and on the basis of November 1 conditions, the following increases in production of fall vegetables over a year ago are expected: snap beans, eggplant, and green peppers about 80 percent; celery and spinach 20-25 percent; carrots 37 percent; tomatoes 4 percent. The fall crop is but a small part of yearly production.

GREEN BEANS, celery, and potatoes were the only fresh vegetables that did not exhibit retail price declines from October 13 to November 17. Seasonal decline in potato prices was checked as average prices remained steady at 2.9 cents per pound, but a more than seasonal rise may be expected from now until next March, when the new crop begins to move in volume. Declines ranged from 2 percent in carrots to 25 percent in the case of lettuce. Cabbage, spinach, sweetpotatoes, carrots, and potatoes were the only items selling above their last year's level. However, potatoes and cabbage were only 30 percent and 16 percent higher than a year ago compared with 80 percent and 39 percent higher on October 13.

RECORD grapefruit production of 27.6 million boxes has resulted in a 43 percent increase over 1935 in shipments up to November 28. Auction market prices of Florida grapefruit in mid-November were 15 percent below a year ago.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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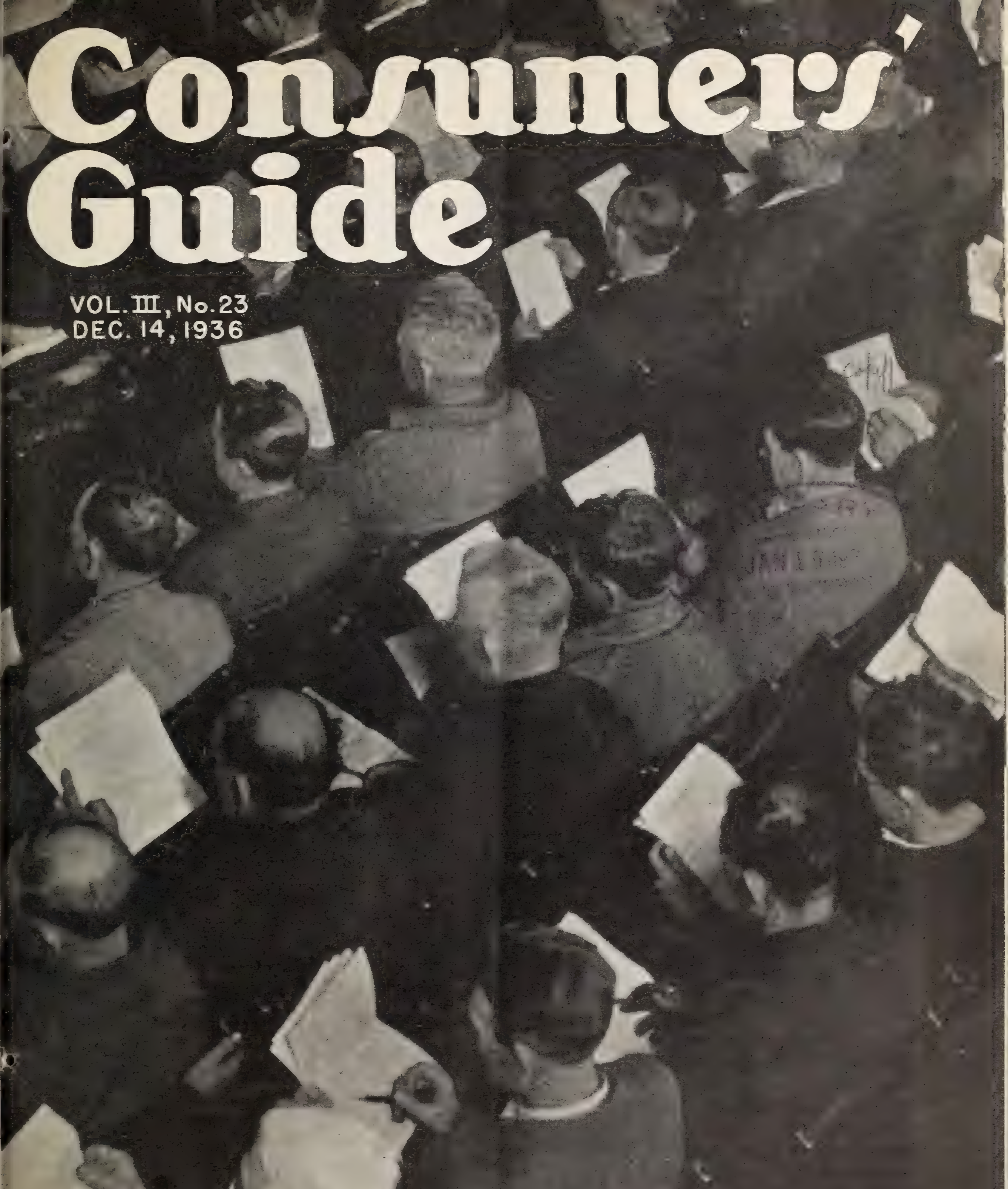


Threshing It Out

Consumers' Queries and Comments

"BUY what you want but know what you are getting", was the keynote of a "Consumers' Exhibit" held recently by the two consumer study groups of the Bethlehem, Pa., branch of the American Association of University Women. The exhibit was prepared to give useful consumer information and to interest others in consumer problems.

IDEAS gained in 2 years of consumer study group activity were shown in a variety of ways. Merchants cooperated in furnishing material for displays illustrating the consumer buying points for canned goods, textiles, meat, cheese, butter, eggs, cosmetics, and silverware. Stressed in many exhibits was the importance of informative labeling, using whenever possible Government grades. Total cost of the exhibit was $12.

"IN YOUR REMARKS about dried fruits", protests a Bronx consumer, "you state that dehydration sulphur methods are used to protect the vitamins. When speaking about raisins, you advocate lye-dipping. All to 'save the most important vitamin contributions that each fruit makes.'

"MUST a person who likes dried fruits consume sulphur and lye in order to enjoy them? Is the increased vitamin content more important than the ultimate health of the consumer? You cannot have me believe that a constant diet of chemicals (such as arsenic and lead on fresh fruits and lye and sulphur on dried fruits) is either beneficial or harmless or even necessary.

"IN SETTING UP a Consumers' Counsel", the letter continues, "the Government does not seem to justify the name of that Bureau. The interests of the consumer are not served as they should be. In a previous issue of the CONSUMERS' GUIDE, you compare the quality of two cans of peas yet do not inform the reader as to the brand tested. Can you reconcile the above with your avowed intentions of helping the consumer?"

FIRST QUESTIONS first, let us straighten out the dried fruit matter. The CONSUMERS' GUIDE (Oct. 9, 1936) reported the results of scientific studies carried on by the California Experiment Station of the Department of Agriculture to determine which of the commonly used methods would best preserve the potency of each vitamin in each dried fruit. We quoted the conclusions reached by the scientists making the study, which recommended for each fruit the method which would preserve its most important vitamin contributions.

WHEN SULPHURING was first introduced into the dried fruit industry, the Food and Drug Administration in carrying out their function of protecting consumers from unwholesome foods moving in interstate commerce gave it special attention on health grounds. After careful study, the officers of the Bureau accepted the results of certain thorough and reliable tests made to determine the effect of the sulphur process on human health. The results of the tests showed that even larger amounts of sulphur than those ordinarily found on commercial dried fruit were not demonstrably injurious to health.

"IF LYE residue were left on prunes or raisins in such amounts as would injure health", replies an official of the Food and Drug Administration to the second query in the letter above, "our officers would go into action immediately to cut the practice short. We have no reason to believe that consumers are offered on the market raisins and prunes on which have been left measurable amounts of lye residue. As a matter of fact, any traces of lye surviving the washing process would be neutralized by the fruit acids."

THE MATTER of arsenic and lead sprays used by growers to kill insects on fruits and vegetables is a different question, not to be confused with the methods of preserving dried fruits. CONSUMERS' GUIDE has published information on this subject in the issues of June 15, and September 21, 1936, and more news is coming in an early issue.

AUTHORITY has not been granted by Congress to any Government agency to publish the relative merits of different brands of food meeting the minimum standards of equality enforced by the Food and Drug Administration.

"TUNING in by chance to WMAQ recently", writes a Chicago listener, "I heard a very helpful program of consumer information from the Consumers' Counsel. As a reader of the GUIDE, why hadn't I heard of this before?"

SORRY. The Consumer Quarter-Hour, sponsored by the Federation of Women's Clubs, is broadcast over the Red (WEAF) Network every Tuesday at 4:45 p. m., E. S. T.

GIVE ME GRADE B
HAVE YOU GRADE C?
GRADE A PLEASE!
HOW MUCH IS GRADE B?
LET ME SEE GRADE A

Toward Better Consumer Standards

The way for consumers to get grade-labeled canned products is to ask for them, according to Paul Williams, Senior Marketing Specialist of the Bureau of Agricultural Economics in the Department of Agriculture, who outlines in this article, the unfinished business ahead in getting complete information for canned goods consumers

BACK in the days when consumers spun the wool from which clothes were made, preserved the products of the adjacent orchards in the form of jellies, jams, and preserves, and canned or dried many vegetables, the need for standards and grades was not apparent. The producer sold his surplus directly to the consumer.

NOW that such products must move through today's conventional marketing channels, the need for standards of quality is at once apparent and urgent. Standards afford a "common language" which enables the buyer and seller to consummate sales safely on the basis of a given quality or grade.

TODAY consumer groups are studying as they have never studied before the qualities of merchandise they buy. They are delving into the mysteries of food prices and distribution. Price and distribution studies are of little consequence unless quality or grade is given consideration.

NOT UNTIL 1913 did Congress appropriate the funds necessary to conduct research studies in marketing. The first appropriation made to the Department for such purposes was included in the Agricultural Appropriation Act for the fiscal year 1913. This work was committed to the then office of Markets and Rural Organization, the forerunner of the Bureau of Agricultural Economics.

ORIGINALLY Congress contemplated only the development of commercial standards—perhaps they should be called farm standards—so that the farmer, by classifying his products according to quality or grade, might more advantageously market his crops. Among the first commodities to receive attention were apples, sweetpotatoes, and Irish potatoes. In those pioneering days, investigators of the Department were assured by many, as are its present-day investigators working on other products, that practicable and workable standards could never be devised and used for agricultural products. Many argued that no two potatoes ever grew exactly alike, that all the peas in a pod were not the same, that the quality of commodities differs in the same fields and that varietal and seasonal differences made standardization impracticable.

INSTANT approval of the grades suggested by the Bureau for potatoes, for example, did not come from the trade. It was not until an order of the Food Administration took effect in 1918, that trading on the basis of United States potato grades was practiced to any great extent. Today probably 80 to 90 percent of the fresh fruits and vegetables distributed through commercial channels are sold in wholesale markets on the basis of United States grades.

IMPETUS was given the standardization and grading movement in the passage of such legislation as the United States Cotton Futures Act and the United States Warehouse Act in 1915 and 1916. It was in the latter act that the Secretary of Agriculture was given the first authority to establish official standards and grades for a number of agricultural products "by which their quality or value may be judged or determined." It is doubtful even at that comparatively recent date whether many members of Congress, if any, had consumer standards in mind. Probably their sole thought was to enable the farmer to store his products in licensed warehouses and to borrow money thereon.

FIRST United States standard for food written into law was a consumer standard. It is not a mandatory standard. The Sulzer apple law, still on the statute books, defined "standard grade" apples, and provided for their labeling. On March 4, 1923, the President approved an act requiring that butter contain not less than 80 percent butterfat. This was the first mandatory standard. The Appropriation Act for the Department of Agriculture for the fiscal year beginning July 1, 1931, carried the first authority to extend the inspection service on agricultural products to include dried and canned fruits and vegetables. On July 8, 1931, the President approved an amendment to the Food and Drugs Act authorizing the Secretary of Agriculture to draw a minimum standard of quality for all canned fruits and vegetables and requiring all such products falling below that standard to be labeled with a legend of inferiority.

THE GRADING service of the Bureau of Agricultural Economics is concerned primarily with the grading and certification of large lots of canned fruits and vegetables hypothecated or sold on the basis of the grades of the Department. It becomes necessary that carefully defined, closely drawn, standards for grades be developed in order that there be a basis for certification. So the Department has been obliged to develop standards for canned fruits and vegetables. Otherwise, it would not be possible to carry out the mandate of Congress that we certify to interested parties the grade, class, and condition of canned products.

CANNED FOODS differ from many of our agricultural products in that they are practically ready for consumption at the time they are graded. They are in their finished form. Therefore, the grades for canned fruits and vegetables are at once consumer standards.

MOREOVER, when canned goods move from factory to jobber, distributor, or retailer, they are sold on the basis of some grade—either definitely expressed, or implied, in the contract of sale. A large volume of canned fruits and vegetables is sold on contracts in which the United States grades are used as a definite basis of sale. The ultimate purchaser or user of the canned products also wishes to know the exact grade of the product, just as the wholesaler or distributor of the lot of which a given can was a part.

SO, SOMETIME ago the Bureau of Agricultural Economics recommended that labels of canned products should show the following information: (1) A truthful, concise statement of grade in such terms as "Grade A", "Grade B", and "Grade C"; (2) Such additional descriptive information as may be appropriate for the product, such as count of pieces in the case of peaches, sieve size in the case of peas, strength of sirup in the case of fruit, number of servings, etc.

THE BUREAU of Agricultural Economics hopes the canning and distributing industries will voluntarily adopt these recommendations. We believe that in the long run the industry will find it decidedly to its best interests to take the housewives of the Nation into its confidence, and frankly and honestly sell its products on the basis of the grades they really are.

Official graders in the Bureau of Agricultural Economics take the position that A, B, C grades can help consumers find their way among the 4,500 brands of canned corn on the market.

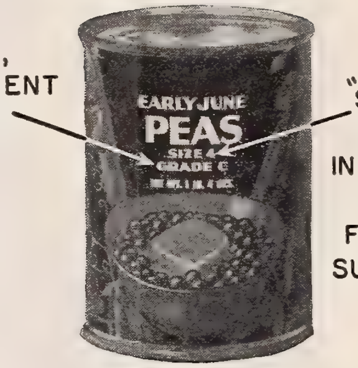
A RECENT study of 10,500 labels by the Home Economics Club at the University of Iowa indicated that although the net weight declarations required by law appeared on all labels, 97 percent gave no indication of the volume of contents, number of servings, or pieces; 85 percent of the fruit labels gave no indication of sirup density; 80 percent of the labels carried pictures of the food in the raw state.

THE REPORT reads: "No standardized clear-cut term was given to indicate quality. Accepted, meaningful, standardized terms describing quality such as 'Fancy', 'Choice', 'Standard', 'Grade A', 'Grade B', 'Grade C', appeared on only 10 percent or less of the labels, except for corn where 18 percent of the labels recorded such a term. It is obvious as a result of this study that in the great majority of cases there is either no information or information which tends to confuse the buyer."

SOME outstanding representatives of the canning industry are aware of the confusion now existing with respect to statements on labels. An officer of a canning association said in an address:

"I HAVE recently made a careful study of 474 different labels of 53 firms from 13 States. The firms included the leading pea packers of the country, as well as some smaller ones and one wholesale grocer—a truly representative list. The labels covered in the main only fancy brands, and if extra standard and standard lines had been included, our picture would doubtless have been even more confusing and disheartening. As it was the 474 labels showed that the 53 firms using them for the edification of their customers employed 254 different phrasings to express the size of the pea in the cans, totally independent of quality. Hence our allusion to the Chinese characteristics of our canned pea labels."

AN ASSOCIATION of canners, nation-wide in scope, when grade labeling proposals were before the industry, suggested a so-called "descriptive" system of labeling. The program suggested by the canners' labeling committee would have provided 144 different combinations of so-called "descriptive" statements on labels for canned cream-style corn in No. 2 cans alone. Corn is packed in at least four well-known sizes and in whole-grain style as well. Here are some of the descriptive terms employed in the 144 combinations taken at random from a booklet of specimen labels: "Medium Sweet . . . Very Tender . . . Very thick consistency . . . To a high degree free from dark kernels, cobs, husks, or silk." Another label reads: "Unsweetened . . . Firm, not tough . . . Creamy consistency . . . Practically free from dark kernels, cobs, husks, or silk." Another label reads "Slightly sweet . . . Not tender . . . Thin consistency . . . Practically free from dark kernels, cobs, husks, or silk."



"A TRUTHFUL, CONCISE STATEMENT OF GRADE."

"SUCH ADDITIONAL DESCRIPTIVE INFORMATION AS MAY BE APPROPRIATE FOR THE PRODUCT, SUCH AS SIEVE SIZE IN THE CASE OF PEAS."

The Bureau of Agricultural Economics nominates this as an ideal can label

ONE LARGE distributor used last year, 1935 (his first year using them), 88,000,000 labels bearing grade designations of which 17,000,000 were "Grade A", 4,000,000 were "Grade B", and 67,000,000 were "Grade C" labels. These figures should dispel any fears any merchant might have of his inability to sell goods that are labeled "Grade C."

IN ANSWER to a recent query for similar information for the current year, we can see how grade labeling is growing. Here is the organization's statement: From January 1, 1936, to November 1, 1936, 146,948,000 labels were used, of which 40,434,000 were "Grade A", 959,000 were "Grade B", and 105,555,000 were "Grade C." For the period from November 1, 1935, to November 1, 1936, a total of 170,500,000 labels were used, or, in other words, 14,200,000 dozen cans were actually placed on the market bearing labels with the grade designations devised by the Bureau of Agricultural Economics. This is equivalent to more than 7,100 carloads. This would make one of those well-known freight trains 7 miles long, and if the cans were placed end to end would reach halfway around the world.

MOST OF the canners and distributors know the actual grade of their merchandise, but if they want official assurance of the official grade to use as a guide in labeling, they may send samples of their packs to one of the official canned fruit and vegetable grading offices of the Bureau of Agricultural Economics for grading and certification. The certificate they receive will tell them precisely the grade of product in each can in the sample and under the terms of the Farm Products Grading Law, the facts set forth in the certificates are "prima facie evidence" in all Federal courts. So if the samples sent have been actually representative of his pack, the distributor need have little concern over the possibility of having his goods seized for misbranding, if he labels in accordance with the Bureau's findings.

A GREAT deal has been said by those not yet convinced of the advantage of revealing the whole story of quality on their labels that the cost of Government grading would impose a terrific cost burden on the industry that the consumer would have to absorb in the end. Let's get that straight. First, if the vendor knows the grade of his merchandise, he need not have it officially graded in order to label accurately. Then it won't cost him a cent to label in terms of our grades. Someone has to buy the labels and have them printed, and the extra ink used in the few extra words and letters will be so small as to be impossible to calculate. The official grades are simple enough. He can do the grading himself. Second, if he elects to draw samples in the method recommended and send them to the Bureau of Agricultural Economics for grading, in order to be officially informed as to the grade, the cost of official grading will be 0.000125 cent—a little over 1 ten-thousandth of a cent—per ordinary size can. If he sends 50 or more samples to one of the Government grading offices in a year, the cost will be 25 percent less than the above figures or 9 hundred-thousandths of a cent per can. So consumers need not be particularly concerned about any tremendous-cost arguments that may be propounded.

SECRETARY WALLACE REPORTS ON CONSUMER GRADES AND STANDARDS

"An outstanding recent development has been the awakening of consumer interest in commodity standardization. Led by informed and organized groups, the consumers' voice increasingly demands grade specifications that can be used in making household purchases, and truthful and informative labeling based on these grades.

"Consumers have a right to know what they are buying. The Federal standards for meat are adapted to consumer needs, and the Federal labeling of meats by grade has had excellent consumer response. Beginning in 1927, in the first full year of this service, 28,000,000 pounds of meat were officially graded and stamped. During the last fiscal year 423,000,000 pounds were so graded and stamped. Originally only beef was stamped; now beef, lamb, mutton, sausage, and certain other meat products are included. Seattle in 1934 passed an ordinance requiring that all beef, lamb, and mutton sold within the city limits be graded and stamped. Schenectady, N. Y., has passed a similar ordinance.

"The labeling of canned fruits and vegetables according to grade has made rapid progress. The movement has strong consumer support, and strong support among certain groups in the canning trade. One large chain-store organization is using Federal grade designations on its pack of several fruits and vegetables and giving them national distribution. National advertisers, however, are reluctant to adopt uniform grade labeling. They fear that their brands will lose prestige. But brands do not give consumers the information they want. There is no reason, moreover, why both the brand name and the grade designation cannot be used on labels. The Federal standards for butter, eggs, and certain kinds of poultry are suitable for consumer use. Labels based on these grades are coming into retail use.

"Possibly the next line of decisive progress will be in the greater use of Federal grades by consumers. That may require the development of special grade specifications or descriptions."

—From the "Report of the Secretary of Agriculture—1936."

ANSWERING another question frequently asked, "What are the differences between Grade A, Grade B, and Grade C?", here are the essential distinctions: Grade C canned food is good wholesome food. In this grade, a large percentage of all canned foods is found. The raw products used in this grade may not be so carefully selected as to size, color, and maturity as in the higher grades. Products of this grade should sell at a cheaper price than products of higher grades, but in the case of many commodities the food is just as nutritious. In Grade B will be found vegetables that are more succulent than those in Grade C, and the fruit is better selected as to color, size, and maturity. Consumers will find that products of this grade will be very satisfactory for general household purposes. Only the finest products are found in Grade A merchandise. The fruits and vegetables are very carefully selected as to size, color, and maturity. Incidentally, not a large proportion of canned products is fitted for this grade.

DIFFERENT factors for quality or grade are involved for each commodity. For example, the grade of peas is ascertained chiefly by considering five factors—clearness of liquor surrounding the peas, uniformity of size and color, freedom from defects, tenderness and maturity, and flavor. In grading fruits, the usual considerations are color, uniformity of size, freedom from defects, character of fruit, and flavor. An interesting difference in grading fruits and vegetables exists in that the young, tender, most succulent, immature vegetables usually grade highest, while fully mature but not overripe fruits are usually most desirable.

COOPERATORS GO TO SCHOOL

SCHOOL BELLS rang last summer for American cooperators. Dozens of cooperative institutes, conferences, camps, and schools were held. To learn the facts about this cooperative summer education, the CONSUMERS' GUIDE asked a large number of cooperative organizations for details of their summer schools. Many of them responded with data concerning time and place, fees, subjects, teachers, and textbooks. Some sent descriptive literature—booklets, pamphlets, and mimeographed sheets. Others sent pictures, songbooks, and clothing requirements for cold nights in the country. Some groups hold summer sessions regularly every year. Others were trying it this year for the first time. The information presented here is by no means complete, but it probably gives a fairly representative picture of cooperative summer education.

MORE than 1,000 people attended camps conducted last summer by the Farmers' Union Co-op Service in North Dakota, South Dakota, Montana, Minnesota, and Wisconsin. A series of 5-day camps for juniors (ages 16-21), a camp for Junior Reserves (ages 13-15), and a women's camp were held. In addition to the more conventional summer camp activities like woodcraft, dramatics, and athletics, each program included regular classes in social studies, cooperative history, and business administration.

AN "ALL-STATE" camp late in August gave 125 "Juniors" selected from the earlier groups a second opportunity for cooperative camping. Held in the Black Hills of South Dakota, this camp brought together young cooperators from five States. Some of the campers came on scholarships, others paid their $8 for the week. Cooperative organizations sponsoring the camp included the Farmers Union Central Exchange, Farmers Union Terminal Association, Farmers Union Publishing Company, and Farmers Union Livestock Commission. Five teachers, each an authority in his field, led the discussion groups. Studies centered around social and economic problems, cooperative enterprise (history, accomplishments, and purpose of the cooperative movement), and parliamentary law (as it applies to the operation of a cooperative). Handicraft, folk dancing, and cooperative recreation rounded out the program. Emphasis was on cooperative philosophy from the point of view of both consumer and producer, since Farmers Union members are organized in both these ways.

FARMERS UNION has now held these camps for three summers. Follow-up activities during the winter months include classes for juniors, junior reserves, and juveniles at the farmers' union locals. Other winter educational activities include a series of county training schools for local and county leaders, and a 4-weeks' Cooperative Institute, held in conjunction with the Northern States Cooperative League.

IN Minnesota, Wisconsin, Michigan, and Port Arthur, Canada, the Northern States Cooperative League and its affiliated cooperative societies held six summer schools during June, July, and August. Local retail societies and cooperative women's guilds selected the students. There were a few scholarships, and tuition for a week ranged from $7 to $9. Among the teachers were V. S. Alanne, author of cooperative pamphlets and for 13 years secretary of the Northern States Cooperative League, and Cecil R. Crews, assistant secretary of the League. The curriculum included such subjects as "History of Cooperation in Many Lands", "Principles and Methods of Cooperation", "Introduction to Economics", and "Women and Youth in the Cooperative Movement." Speakers explained

Cooperative summer camps, schools, and conferences provide recreation along with study of cooperative philosophy and practice

the practical phases of cooperation, and leaders conducted discussion groups. Even after the recreational activities, however, the groups still had plenty of energy left. Tendency was to carry on discussion far into the night.

THIS YEAR the Central States Cooperative League, with headquarters in Chicago, held its "Seventh Annual Summer Schools of Cooperation." One school was in Gary, Indiana, from August 9 to 14, another in Grant, Michigan, from August 30 to September 5. There were also a number of week-end institutes in Detroit, Cleveland, and St. Louis. Student body was composed of officials, employees, or members of consumers' cooperative associations or other organizations interested in cooperation, and "unattached enthusiasts." There were no restrictions as to race, creed, or color. Sole entrance requirements were that each student must be over 18 years of age, have a genuine interest in consumers' cooperation, and pay $12 for tuition, meals, and lodging. In some cases affiliated cooperatives offered scholarships to one or two of their members.

LECTURES, class periods, and discussion featured the work of each day. Cooperative authorities from various parts of the country spoke and led discussion groups. Regular courses included "Outlines of Economic History", "Principles of Cooperation", "Organization and Administration of Cooperatives", and "Telling the Story of Cooperation." Among the speakers and teachers were J. L. Reddix, president of the Consumers' Cooperative Trading Association of Gary, Ind.; Ellis Cowling, author of pamphlets, articles, and plays on consumers' cooperation; A. W. Warriner, educational director and executive secretary of the Central States Cooperative League; Nathan Usiskin, chief of the League's

Accounting Bureau; and Walter Petrell, sales manager of the Cooperative Trading Company at Waukegan, Ill.

SUMMER camp program of Midland Cooperative Wholesale formed the basis for a prospective series of winter Cooperative Circuit Schools in local communities. Each summer camp student planned to contact the folks at home and stimulate interest in an all-year program of cooperative education. Midland this year held two August camps in Wisconsin, one at Chetek and one at Waupaca. Students—18 to 25 years of age—were selected by the directors of the local consumers' cooperatives affiliated with Midland. Students spent their camp mornings studying the organization and administration of cooperatives, and the history of the cooperative movement. For 1 hour each afternoon they aired the problems of producer and consumer cooperation, credit unions, cooperative products, the Rural Electrification Administration, and cooperative insurance. Discussion and recreation claimed the rest of each day.

ALSO under auspices of Midland was a 10-day College Cooperative Institute at Hamline University in St. Paul. From June 15-26, college men and women from seven Minnesota colleges and universities discussed cooperative problems.

PRODUCER cooperators and consumer cooperators came together from June 28 to July 4 at Newton Hamilton, Pa., in an institute under joint auspices of the Eastern Cooperative League and the Pennsylvania Farm Bureau Cooperative Association. Farm and city groups among the 85 students found a common meeting ground in the broad concept of consumers' cooperation as both an economic technique and a way of life. Among the teachers and lecturers were Anthony Lehner, of the Indiana Farm Bureau Cooperative Association; Dr. J. P. Warbasse, president of the Cooperative League of the United States of America; T. W. Metzger, editor of the Pennsylvania Farm Review; and Ruth True and R. L. Smith of the Eastern Cooperative League. From August 2 to 8, Eastern Cooperative League sponsored another summer institute at Massachusetts State College at Amherst. About 20 percent of the 133 students received scholarships or part scholarships from cooperative organizations.

OHIO this summer was practically blanketed with cooperative schools and camps. Sponsored by the educational committee of the Cooperative League of the United States of America, the National Cooperative Recreation School at Camp Wildwood, near Columbus, Ohio, was the first school of the summer season. Not altogether "summer", because the school ran from June 1 to 13. During that time 41 students from 13 States and Canada studied the possibilities of group recreational activities. They wanted to learn which activities allowed everyone to join in, and still gave plenty of opportunity for creative expression. Among the chief subjects of study and experiment were drama, folk dancing, folk songs and singing games, design, sketching, and architecture. On the staff were Miss Neva L. Boyd, professor of sociology at Northwestern University; Mrs. Charlotte Chorpenning, playwright and instructor at the Goodman Theater Art Institute, Chicago; Mrs. Esther Greenleaf, director of Cooperative Design Service, New York; Lynn Rohrbough, recreation resource editor, Delaware, Ohio; and Carl R. Hutchinson, of the educational department of the Ohio Farm Bureau.

COOPERATIVE insurance managers and their wives went to summer school at Camp Ohio, near Utica, Ohio, from July 9 to 12. The 100 campers studied so hard that most of them "postponed sleep for consideration at a later date." The curriculum included cooperative insurance services, safety, and money and economic goods.

LADIES from the farm bureaus of northeastern Ohio attended a Cooperative Women's Camp near Ashtabula from July 23-25. After a series of spirited conferences and discussion groups, many of the ladies resolved to "do something about it" when they returned to their homes. At camp they exchanged ideas and opinions on "Cooperative Principles and Philosophy", "Recreation As an Educational Force in the Cooperative Movement", "Safety on the Highways", "Creating a Cooperative Family", and "Setting Up a Cooperative Educational Program."

MANAGERS of cooperative societies in northwest Ohio went to Camp Wesleyan, at Lakeside, Ohio, from August 9 to 11. Presidents of cooperatives and farm bureaus in all parts of Ohio went to camp near Utica two days later.

YOUNG cooperators from southwest Ohio who had already attended a beginners' camp went for further study to a Cooperative Youth Advance

Camp near Hamilton, Ohio, from August 21 to 23. As soon as the young folks left, the camp was taken over for 3 days by managers of cooperatives in the same section of the State.

RIO GRANDE COLLEGE, from August 24 to 28, loaned its buildings and campus for a community institute on cooperation. Representatives came from schools, civic organizations, farm organizations, churches, and youth groups. Tuition was free. Among the lecturers were Assistant Professor Charles W. Hauck of Ohio State University who told "Why Consumers' Cooperatives Are Being Formed", and B. A. Wallace, Extension Economist at Ohio State, who discussed "The Place of Cooperation in the Present Economic System."

The Cooperative Park at Brule, Wis., was one of many scenes of cooperative education last summer

PUBLICITY directors and office secretaries of co-ops in various districts of Ohio assembled at Camp Crag, near Medina, from August 26 to 28. There they made an intensive study of techniques for spreading cooperative knowledge.

FROM 27 cooperatives in Iowa, Missouri, and Kansas, about 80 managers and directors of co-op stores came together early in August for a 2-day conference near North Kansas City, Mo. They discussed educational procedures and problems of business operation. Plans developed at this conference led to a series of similar meetings during September in various other communities.

SECOND annual Texas Cooperatives Institute was held at Texas A. and M. College from July 20 to 23. Representatives were present from practically every type of farmers' cooperative organization. Topics on the discussion program included cooperative marketing of fruits, vegetables, and other commodities, and cooperative purchasing of supplies for farmers.

NEW YORK CITY came in for its share of cooperative summer education. At the New School for Social Research, Dr. Horace M. Kallen, author of "The Decline and Rise of the Consumer", gave a summer course on the "Philosophy of Consumption." At the American Peoples School, Prof. Merlin Miller of the College of Emporia directed a Cooperative Leadership Training School. Thirty students followed general courses in consumers' cooperation, and 14 completed technical courses. Teachers included R. N. Benjamin, president of the Pennsylvania Farm Bureau Cooperative Association; Wallace J. Campbell, assistant secretary of the Cooperative League; Robert Smith, educational director of the Eastern Cooperative Wholesale; and Mark Starr, educational director of the International Ladies' Garment Workers Union.

AT ANTIGONISH, Nova Scotia, St. Francis Xavier University held its Fourteenth Annual Rural and Industrial Conference from August 19 to 21. About 1,000 people attended, most of them delegates from credit unions, study groups, and cooperative organizations. Some of the speakers were farmers, fishermen, or industrial workers. Others were leaders whose names are known across the continent. The widespread development of cooperatives in Eastern Nova Scotia during the past few years is due largely to the pioneering educational work done by the university. Topics discussed at the conference included "The Credit Union Movement", "Consumers' Cooperatives", "Farmers' Cooperative Organizations", and "Light and Power at a Reasonable Cost for Rural Communities." Among the speakers were Dr. Charles A. Beard, president of the American Association for Adult Education; Rev. J. M. Campbell, executive secretary of the Na-

[Concluded on page 19]

THRESHING IT OUT

Through group discussion all over the countryside, farm men and women are finding the way to democratic solution of major national problems

CRACKER-BARREL discussion, when it gets serious, makes people feel that democracy is doing its work. In the last 2 years a great many groups of American farmers have brought the old-fashioned confab up to date, by plain talk on important topics, topics that affect their pocketbooks, the homes they live in, the crops they raise, the kind of health they have, and other things they know and want to think about.

DRIVING down a country road last July, a Department of Agriculture official and a county agent picked up the whole story. A farmer was looking in his roadside mail box, and the men stopped to talk. The official wondered what the folks in the neighborhood were thinking about these days.

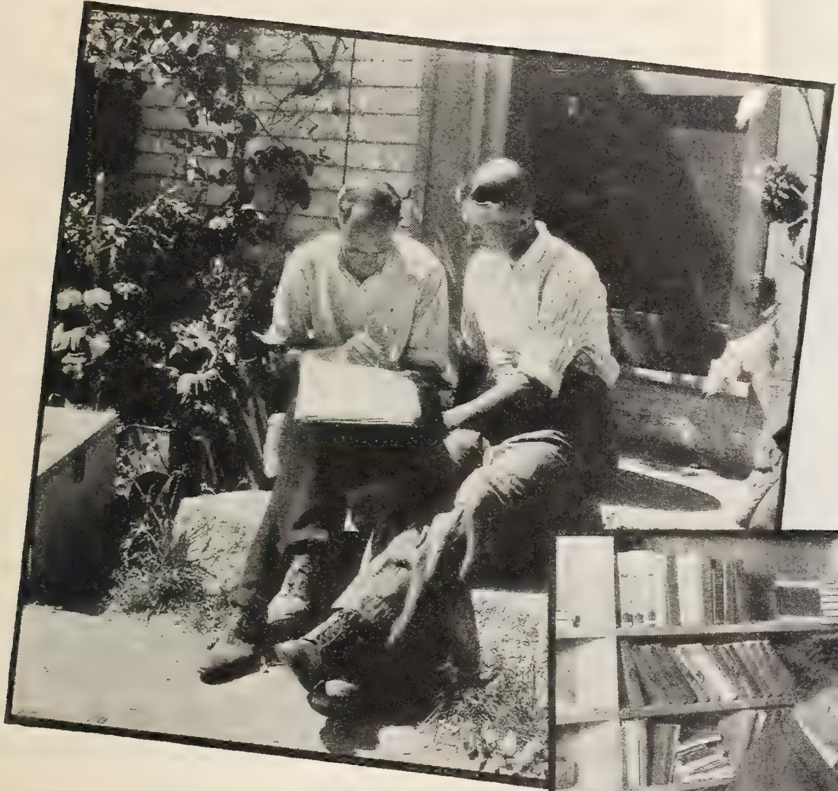
"DISCUSSION GROUPS", the farmer told him, "are going pretty strong in our county. Right here in this community some 11 of us neighbors get together on Friday evenings. We meet after supper so as not to make extra work for the women. Those who come have problems on their minds they want to talk over. We started the group because we wanted to find out what other people thought about things that puzzled us.

"FIFTEEN of us met, at first", the farmer went on to explain; "but one talked too much, one didn't talk at all, one had too many sure-fire opinions, and another up and moved away. That left 11.

"SOME years back we had a club that used to get outsiders to come and lecture on some subject we all happened to be interested in. That sort of died out. Now we work up our meetings ourselves. We have a chairman, and usually he picks two or three people to read up on the question in advance and give us several different ways of looking at it. Then we talk maybe an hour or an hour and a half, depending on how hot we get under the collar. We try to keep it from turning into a yes-or-no debate, so that people won't freeze into a point of view and then feel they've got to stick by it even though somebody else brings up a point they hadn't thought of before.

"DIFFERENT ways of looking at things are mighty plentiful out our way. That's because some of us belong to co-ops and other farm organizations, and some of us don't. But all in all, I think we've learned to be pretty tolerant of other folks' views, as well as understanding better some of the problems we've got to meet in the next few years."

GROUPS like the one this farmer described are typical of a good many counties. Farm people, like people in the cities where discussion groups and forums have been on the community calendar for some years, are seeking out the facts on current problems, rejecting ready-made ideas, looking for the raw materials on which to base their own ideas.

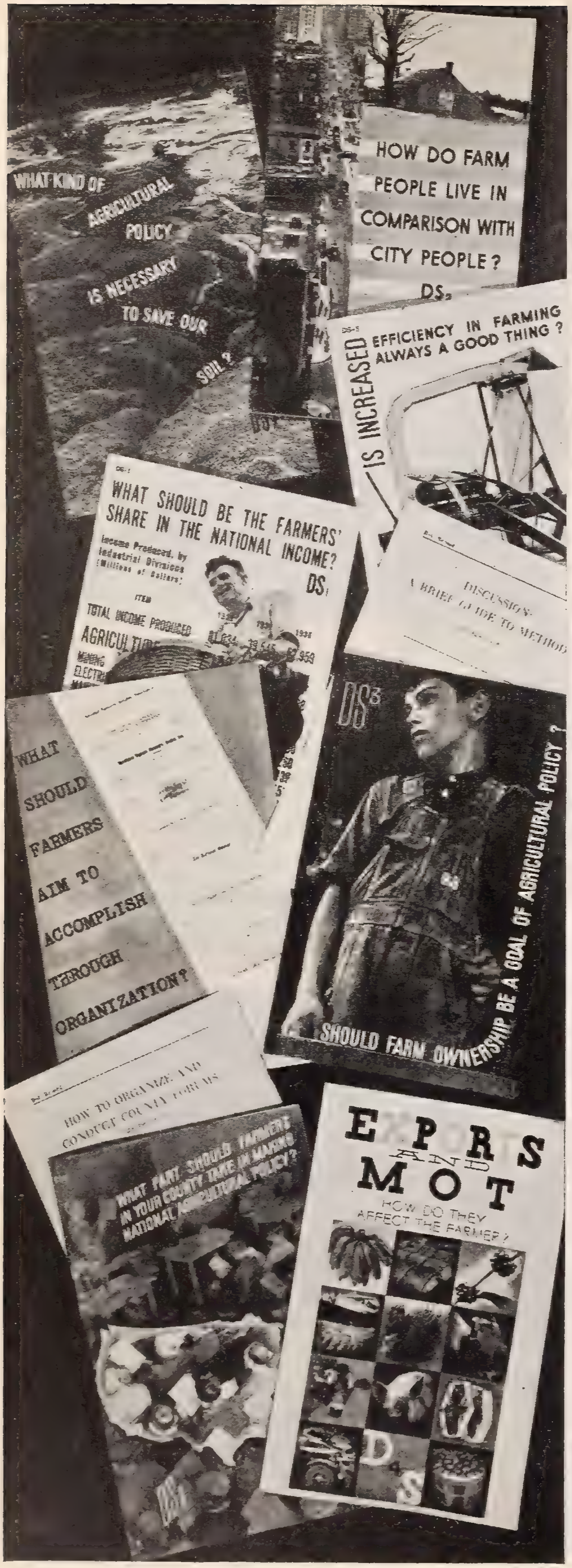


DEMOCRATIC discussion out in the country is no new thing. Among agencies sponsoring discussion groups or similar educational periods have been the Extension Service, the Grange, cooperatives, certain farm organizations, farm papers, and rural schools. Sometimes group discussions aren't sponsored at all, but spring up independently.

ONCE a group is set up, however, it needs source material, some of it in outline form, from which it can dig out pertinent facts. This material should also explain points of view and interpretations. By analyzing and comparing the different approaches, each member of the group can reach his own conclusions. In the course of the past 2 years a wide variety of pamphlets and books, suitable as aids to discussion, have been issued by both private and public agencies.

"EDUCATION for democracy" is what M. L. Wilson, Assistant Secretary of Agriculture, calls the work of discussion groups. By helping people to think things through, this work is a safeguard for democracy, which flourishes on education and an informed citizenry.

Once embarked on forum discussion farmers keep the mails and libraries busy in the hunt for sources of reference material


WHAT KIND OF AGRICULTURAL POLICY IS NECESSARY TO SAVE OUR SOIL?
HOW DO FARM PEOPLE LIVE IN COMPARISON WITH CITY PEOPLE? DS
IS INCREASED EFFICIENCY IN FARMING ALWAYS A GOOD THING?
WHAT SHOULD BE THE FARMERS' SHARE IN THE NATIONAL INCOME? DS
DISCUSSION: A BRIEF GUIDE TO METHOD
DS3
SHOULD FARM OWNERSHIP BE A GOAL OF AGRICULTURAL POLICY?
WHAT SHOULD FARMERS AIM TO ACCOMPLISH THROUGH ORGANIZATION?
HOW TO ORGANIZE AND CONDUCT COUNTY FORUMS
WHAT PART SHOULD FARMERS IN YOUR COUNTY TAKE IN MAKING NATIONAL AGRICULTURAL POLICY?
E P R S AND M O T
HOW DO THEY AFFECT THE FARMER?
DS

Some of the booklets prepared especially for farmers' forums, free on request to the Department of Agriculture, Washington, D. C.

DEMOCRATIC solutions to important national problems can best be reached when people know what the problems are, ponder them, talk them over, and then bring their influence to bear on policies.

UNDOUBTEDLY people on farms and everywhere else will talk to one another about local and national problems. There is no question about that. But they will see things more clearly if they have easy access to factual information and to data on discussion techniques.

REQUESTS for just such information and data have poured into the Department of Agriculture. A year ago February, Secretary Wallace invited representatives from States in various sections of the country to come to Washington for a conference on group discussion. In his letter of invitation, the Secretary said that "one of the great present-day challenges of agriculture is to provide opportunities for farmers and their families, to obtain in fields aside from agricultural methods, information and more adequate means of understanding economic and social questions and changes."

GATHERING in Washington, the conferees talked over methods of promoting public discussion of important issues, considered plans for further experimentation in discussion methods, and outlined ways in which the Department could help.

TALKING it over led to action and results. For 3 years now, the Department has prepared basic materials and discussion outlines on a wide variety of topics, along with a general guide to discussion methods. These are available for free distribution. Actual handling of discussion programs, however, is entirely a State affair.

ATTITUDE of the Department toward discussion programs is entirely impartial. Help offered by the Department is intended to stimulate "the free expression and exchange of ideas—not an attempt to put across a campaign" or propagandize for any special point of view.

ALL KINDS of people come to discussion

[Concluded on page 19]

Consumers' Bookshelf

This reference material for clothing and textile consumers, collected in cooperation with the Consumers' Project of the Department of Labor, makes up the fifth installment of our consumers' bibliography* . . . The mention of any material in this list does not imply an endorsement of the point of view of the author by the CONSUMERS' GUIDE

CLOTHING AND TEXTILES—GENERAL

HOW MUCH DO YOU SPEND FOR CLOTHING? Jan. 1935. 4 pp. No. HC-30. A record for keeping family clothing expenditures. Its purpose is to furnish a basis for wiser future buying. Address: Extension Service, University of Minnesota, St. Paul, Minn.

GETTING YOUR MONEY'S WORTH WHEN CLOTHING THE FAMILY. June 1934. 6 pp., multigraphed. No. HC-44. Includes a discussion of each of the factors influencing the strength, serviceability, and desirability of fibers. Describes the finishing of fabrics. The section on buying information deals chiefly with the necessity for informative labeling. Address: Extension Service, University of Minnesota, St. Paul, Minn.

CLOTHING SELECTION, by Willie N. Hunter. Jan. 1936. 4 pp. Miscellaneous Pamphlet No. 22. Lists "some of the things it is necessary for a woman to know if she wishes to look her best on all occasions, and spend clothing money to best advantage." Address: Extension Service, North Carolina State College of Agriculture and Engineering, Raleigh, N. C.

CLOTHING ECONOMIES. October 1933. 12 pp., mimeographed. Home Economics Bulletin 528. Tells how to get full value in the purchase of fabrics and how to convert fabrics into suitable garments. Address: Extension Service, Oregon State Agricultural College, Corvallis, Oreg.

RIGHT CLOTHES FOR LESS MONEY. 1933. 4 pp. No. HC-47. Address: Extension Service, University of Minnesota, St. Paul, Minn.

SELECTION OF MEN'S CLOTHING. March 1934. 6 pp., mimeographed. Brieflet 386. Contains sections on shirts, underwear, union suits, sleeping garments, hose, shoes, hats, suits and coats, and color combinations. Address: Extension Service, University of Vermont, Burlington, Vt.

HOW MAY WE STIMULATE GOOD TASTE IN THE SELECTION OF CLOTHING, by U. Janney. Practical Home Economics, Vol. II, No. 12, Dec. 1933. p. 351. Deals with the problems of training girls to choose their clothing wisely. The differences between style, fashion, and fads are discussed.

WHAT THE CONSUMER SHOULD KNOW ABOUT CLOTHING AND TEXTILES, by Grace Denny, Journal of Home Economics, Vol. 24, No. 1, Jan. 1932, pp. 21-4.

CLOTHING, by Grace B. Hill. March 1933. 36 pp., illustrated. Bulletin 74. Deals with fabric and garment selection, garment construction, and clothing costs. Address: Extension Service, Florida State College for Women, Gainesville, Fla.

SPENDING THE CLOTHING DOLLAR, by Hazel E. Hill. April 1933. 8 pp. Circular 150. Address: Extension Service, University of New Hampshire, Durham, N. H.

ECONOMY IN CLOTHING SELECTION, by May Kiethline and Loretta McElmurry. January 1927. 8 pp. Circular 255. Address: Extension Service, South Dakota State College of Agriculture and Mechanic Arts, Brookings, S. Dak.

THE SELECTION OF READY-TO-WEAR GARMENTS, by Delphine Dawson and Blanche E. Hyde. June 1936. 15 pp. Bulletin 345-A. Considers the following: Satisfaction in wear; suitability to purpose; style, cut, finish; and purchasing points. Address: Extension Service, Colorado State College, Ft. Collins, Colo.

HOW TO BUY CLOTHING, by Hazel E. Hill. Feb. 1936. 8 pp. Circular 179. Address: Extension Service, University of New Hampshire, Durham, N. H.

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*The first of the series appeared in the October 19, 1936, issue of the CONSUMERS' GUIDE. Each issue since then has carried an installment of the Bookshelf.

YOUR MONEY'S WORTH IN CLOTHING, by Ruby Kassel. May 1932. 16 pp., illustrated. Deals with fabric terms, home and shopping tests, and considerations in buying ready-made clothing. Address: Extension Service, Iowa State College, Ames, Iowa.

QUALITY GUIDES IN BUYING READY-MADE DRESSES, by Clarice L. Scott. July 1934. 8 pp. U. S. Bureau of Home Economics Leaflet No. 105. Address: Superintendent of Documents, Washington, D. C. 5 cents.

QUALITY GUIDES IN BUYING WOMEN'S CLOTH COATS, by Clarice L. Scott. July 1936. 8 pp. U. S. Bureau of Home Economics Leaflet No. 117. Address: Superintendent of Documents, Washington, D. C. 5 cents.

THE DRESSES WE BUY AND WEAR. Oct. 1935. 8 pp., mimeographed. The aim of this circular is "to help women establish satisfactory criteria for themselves by which they can judge their ready-made dresses." Contains a section on judging dresses which give hints in identifying types of fabrics. Address: Extension Service, Ohio State University, Columbus, Ohio.

Included in this bibliography are many publications issued by State Extension Services. These bulletins are intended primarily for the use of consumers within the State, without charge. In some instances a small charge may be made to consumers outside. But in most cases, where supplies are adequate, the extension service will be glad to send one copy free of each bulletin requested by consumers in other States

KNOW YOURSELF—A GUIDE FOR FALL SELECTION, by Ellen Van Cleef. 1934. 4 pp. Bulletin 209. A concise guide to the selection of women's clothing. Address: Extension Service, Connecticut State College, Storrs, Conn.

MEN'S SHIRTS AS A CLOTHING SELECTION PROBLEM, by M. Weller. Journal of Home Economics, Vol. 25, No. 7, Aug.-Sept. 1933. pp. 584-87.

LABELS ON CLOTHES WE BUY, by C. L. Scott. Nov. 1934. Journal of Home Economics, Vol. 26, No. 9. pp. 546-50.

TERMS USED ON TEXTILE LABELS, by Margaret B. Hays. Journal of Home Economics. March 1936. Vol. 28, No. 3. pp. 151-56. A glossary of some common terms appearing on textile and clothing labels.

SELECTION OF COTTON FABRICS, by Ruth O'Brien, Director, Textile Division, U. S. Bureau of Home Economics. July 1931. 22 pp. Farmers' Bulletin No. 1449. Includes a glossary of over 90 common cotton fabrics. Address: Superintendent of Documents, Washington, D. C. 5 cents.

CHOOSING FABRICS FOR WASH GARMENTS, by Helen Rocke. 1927. 3 pp., mimeographed. Circular 438. Advice on selection of materials for service and beauty; also on treatment of material before making a garment. Address: Extension Service, University of Nebraska, Lincoln, Nebr.

CHILDREN'S CLOTHING

ENSEMBLES FOR SUNNY DAYS, by Clarice L. Scott. June 1930. 4 pp., illustrated. U. S. Bureau of Home Economics Leaflet No. 63. Sun-suit suggestions for children from 2 to 6 years old. Address: Superintendent of Documents, Washington, D. C. 5 cents.

SUITS FOR THE SMALL BOY, by Clarice L. Scott. Dec. 1930. 8 pp., illustrated. U. S. Bureau of Home Economics Leaflet No. 52. Gives suggestions for designs of suits for boys 2 to 6 years of age. Address: Superintendent of Documents, Washington, D. C. 5 cents.

DRESSES FOR LITTLE GIRLS, by Clarice L. Scott. July 1931. 8 pp., illustrated. U. S. Bureau of Home Economics Leaflet No. 80. Deals with important points in construction and selection of styles and materials of dresses for girls 2 to 6 years of age. Address: Superintendent of Documents, Washington, D. C. 5 cents.

ROMPERS, by Clarice L. Scott. Sept. 1931. 8 pp., illustrated. U. S. Bureau of Home Economics Leaflet No. 79. Deals with selection and design of various kinds of rompers for children 6 months to 2 years of age. Address: Superintendent of Documents, Washington, D. C. 5 cents.

CLOTHING FOR CHILDREN, by Ruth J. Scott. Aug. 1935. 28 pp., illustrated. Bulletin 328. Deals with the selection and construction of garments for children at three levels; infancy, early childhood, and preschool age. Address: Extension Service, New York State College of Agriculture, Ithaca, N. Y.

SCHOOL CLOTHES, by Ruby B. Kassel. June 1931. 11 pp., illustrated. Clothing and Millinery Booklets. Gives suggestions for made-over garments; discusses the questions of whether to buy or to make clothes, good taste in school clothes, and lists suggested clothes for a high school girl and boy. Address: Extension Service, Iowa State College, Ames, Iowa.

CARE, REPAIR, AND REMODELING OF CLOTHES

CARE AND REPAIR OF CLOTHING, by Sara T. Murray and Martha Merrifield. 1936. 20 pp. Circular No. 325, General Series 100. Address: Extension Service, Oklahoma Agricultural and Mechanical College, Stillwater, Okla.

NEW CLOTHES FROM OLD, by Ellen Van Cleef. Apr. 1932. 4 pp. Bulletin No. 165. Emphasis primarily on women's dresses. Address: Extension Service, The Connecticut Agricultural College, Storrs, Conn.

RENOVATION AND REMODELING—DYEING, by Martha Merrifield. 1935. 12 pp., illustrated. Circular No. 326, General Series 101. Address: Extension Service, Oklahoma Agricultural and Mechanical College, Stillwater, Okla.

CARE OF CLOTHES, by Marie L. Roberts. Dec. 1935. 16 pp., illustrated. Clothing and Millinery Booklet. Includes sections on brushing, airing, hanging, repairing, protecting, pressing, and cleaning. Has a very complete section on stain removal listing reagents for various types of stains. Address: Extension Service, Iowa State College, Ames, Iowa.

REMODELING GARMENTS, by B. E. Hyde. 1923, rev. 1926. 15 pp., illustrated. Extension Bulletin 206A. Discusses different types of remodeling; steps in remodeling; renovating of materials; selection of pattern; relining coats; children's clothes made from the discarded clothes of adults. Address: Colorado Agricultural College, Ft. Collins, Colo.

CLOTHING RENOVATION AND REMODELING. June 1933. 16 pp. Extension Circular 260. Discusses washing, dry cleaning, spotting, bleaching, tinting and dyeing, and making over garments. Address: Extension Service, University of Kentucky, Lexington, Ky.

DYEING, CLEANING, AND REMODELING CLOTHING, by ROSALIE L. WOLFE, Dec. 1935. 12 pp. Circular No. 311. Contains a section on thrift fabrics listing household textile articles which can be adapted to other uses. Address: Extension Service, College of Agriculture, University of Arkansas. Fayetteville, Ark.

CLOTHING CONSTRUCTION

CLOTHING CONSTRUCTION, by M. C. Whitlock. 1933. 140 pp., illustrated. Circular No. 407. Illustrates and explains in full the various processes involved in sewing. Address: Extension Service, University of Illinois, Urbana, Ill. 25 cents.

BOOK OF SEWING. 1934. 64 pp., illustrated. A comprehensive and well illustrated handbook dealing with practically every phase of dressmaking. Address: Vogue Service, 420 Lexington Ave., New York, N. Y. 25 cents.

DRESSMAKING MADE EASY. 1935. 72 pp., illustrated. Discusses practically every phase of sewing. Address: The McCall Co., 230 Park Ave., New York, N. Y. 25 cents.

HOME SEWING COURSE, by Helen Hall. Made up of eight booklets of approximately 45 pages each. Titles: (1) First Steps in Sewing, (2) Cutting and Assembling, (3) Waist Finishing, (4) Sleeves and Skirt Finishing, (5) Tailoring, (6) Materials and Trimmings, (7) Individual Fitting, (8) Eighty Fitting Problems. Address: Sye Foundation Pattern Co., St. Louis, Mo. $1.

THE TAILORED GARMENT, by Marie R. Barnard. June 1934. 16 pp., illustrated. Advice to the home dressmaker on securing the "tailored" effect in coats or suits; contains a section on the selection and preparation of materials. Address: Extension Service, Iowa State College, Ames, Iowa.

UNDERGARMENTS, by Helen Putnam. June 1930. 11 pp., illustrated. Treats of pattern, materials, and construction of women's undergarments. Address: Extension Service, Iowa State College, Ames, Iowa.

DESIGN IN DRESS, by Mildred B. Elder. June 1924. 12 pp. Home Economics Bulletin No. 49; reprint. Contains a section on the selection of materials. Address: Extension Service, Iowa State College of Agriculture, Ames, Iowa.

FAMILY WASH BOILERS may come in doubly handy during January and February, if used for preserving nut meats. Commercial preserving method uses vacuum packing to keep out staleness and rancidity caused by light, heat, and air. Farm families who prepare shelled nuts during the winter for sale or home use have often had to take a loss when warm weather came and turned the nut oil rancid.

COMMERCIAL vacuum packing is out of the question for most farm people, but the new method developed by a Department of Agriculture scientist makes safe storage and a fresh supply of nuts throughout the summer a possibility for anybody.

FIRST put freshly cracked nut meats into glass fruit jars. Adjust, but do not tighten, the glass lids and rubbers. Place the jars in an ordinary clothes boiler, or a big kettle with a wooden rack on the bottom. Put in about 2 inches of water, and make sure the lid is on tight. Let the water boil for 15 or 20 minutes. Then remove the jars rapidly, and tighten the tops down as quickly as possible.

STORED in the dark at ordinary room temperature, nut meats thus processed will keep fresh even during hot weather, if you don't remove the jar lids until you're ready to eat the meats. This method is similar to that often used for home canning of fruits and vegetables. In nut meat canning, however, jars should not be covered with water, as they are in vegetable canning. Two or three inches of water will do the trick quite well.

GOVERNMENT GRADING of butter for the year ending June 30, 1936, jumped to 242,000,000 pounds, nearly 10 percent more than the preceding year. At 11 different places in various parts of the country, butter makers may now have their product certified as to Government grade by Federal-State graders. Manufacturers pay the small fee charged for the service.

LAST YEAR'S graded butter was about 15 percent of all creamery butter produced in the United States, and about 40 percent of all butter of 92 and 93 score quality. To score 93 points, butter must be fine, clean, and sweet in flavor, and must be perfect in regard to body, color, salt, and package. Half a billion pounds of 92 and 93 score butter are produced yearly.

QUANTITY of butter graded has shown a 33⅓ percent increase during the past 3 years. Butter of 92 and 93 score, packaged in cartons or rolls, accounted for much of the increase. Inserted in every carton, or printed on every quarter-pound or 1-pound parchment wrapper was a certificate of quality. Consumers who want graded butter should look for this certificate.

BUREAU of Agricultural Economics of the United States Department of Agriculture has built up this grading and stamping service. Bureau officials believe the service to be an important factor in inducing butter makers to improve the quality of their product.

INTERPRETING legislation affecting consumers, such as Pure Food and Drug Laws, Honest Labeling Law, and the Connecticut Fresh Egg Law will be part of the work of the recently organized Connecticut Consumers' Council. Cooperating with the State Department of Agriculture and the Works Progress Administration, the Council will establish a Consumers' Information Service, and will gather and disseminate facts of value to consumers throughout the State. Membership on the Council includes delegates from Connecticut organizations like the League of Women Voters, Congress of Parents and Teachers, Home Economics Association, Farm Bureau Federation, Federation of Women's Clubs, and the Connecticut Branch of the American Association of University Women.

CONSUMERS' MARKET SERVICE is a new, biweekly report published by the Consumers' Counsel Division of the Agricultural Adjustment Administration. Designed primarily to give technical information on supply and price trends to help buyers for consumer and cooperative clubs, it supplements the more popular information given in the CONSUMERS' GUIDE. The new service, four issues of which have appeared, will be sent free to officers of consumer organizations who send name and address to the Consumers' Counsel Division.

COOPERATORS GO TO SCHOOL

[Concluded from page 11]

tional Cooperative Service Bureau at Ames, Iowa; and Michael Williams, editor of "The Commonweal."

SWEDISH cooperators also sponsored a program of summer education. Scene of the summer school was "Var Gaard", a medieval castle now the home of the Swedish Cooperative Union's Cooperative College. Students from cooperatives in Norway, Sweden, Finland, Denmark, and Great Britain attended the school. Theoretical discussions in the classroom were supplemented with field trips to see Scandinavian co-ops in action. In addition to the regular college work, there were speeches and lectures by internationally known leaders of cooperative associations and by officials of the International Cooperative Alliance.

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THRESHING IT OUT

[Concluded from page 14]

groups. Sometimes it's just a group of neighbors, like the 11 mentioned at the head of this article. Sometimes it's chiefly young people, or farm women, or retired farmers. In some cases, it's a mixed group of farmers and business men. Or a combination of all.

"DISCUSSION: A Brief Guide to Methods" and "How to Organize and Conduct County Forums" are the titles of two basic pamphlets on technique, especially prepared for leaders of rural discussion groups and forums. These may be obtained free by writing to the United States Department of Agriculture, Washington, D. C.

ALSO available are booklets on eight current problems, presenting current facts and attitudes in readable, nontechnical language. Here are the topics, with key numbers to use in requesting them:

DS-1. What Should Be the Farmers' Share in the National Income?
DS-2. How Do Farm People Live in Comparison with City People?
DS-3. Should Farm Ownership Be a Goal of Agricultural Policy?
DS-4. Exports and Imports—How Do They Affect the Farmer?
DS-5. Is Increased Efficiency in Farming Always a Good Thing?
DS-6. What Should Farmers Aim to Accomplish Through Organization?
DS-7. What Kind of Agricultural Policy is Necessary to Save Our Soil?
DS-8. What Part Should Farmers in Your County Take in Making National Agricultural Policy?

EXTENSION SERVICES in many land-grant colleges also issue discussion materials. About a half year ago, for example, the Extension Service of the College of Agriculture of the University of Wisconsin issued "Stencil Circular 178" on a real consumer problem, "How Can the Buyer Get His Money's Worth?" This is a fairly complete survey of the whole question of consumer education and protection, so arranged as to be useful in group discussions.

ABOUT 35 States have now appointed State leaders and organizers of discussion groups. Other States are expected soon to take similar action. The Department of Agriculture helps to coordinate the work in various sections of the country by conducting training schools for leaders. Four such schools were held during November in New York, Birmingham, Chicago, and Salt Lake City. The Department has also appointed four regional directors whose services are always available to State leaders.

FOR help in starting a discussion group in your community, write to the Program Study and Discussion Section, Program Planning Division, Agricultural Adjustment Administration, Washington, D. C. They will put you in touch with your State leader, if one has been appointed in your State, and will send you further aids and suggestions.

STUDY QUESTIONS FOR THIS ISSUE

1. What are the main uses of the grading service of the Department of Agriculture?
2. What are the arguments for and against the so-called "descriptive" labeling?
3. How can consumers get grade-labeled cans of fruit and vegetables?
4. How many stores in your community sell grade-labeled canned fruit and vegetables?
5. Do the sulphuring and lye-dipping processes of drying fruit offer a hazard to the health of consumers?
6. What are the advantages for farmers of organized group discussion?
7. How can farmers' forums get help in making a start and keeping supplied with reference material?
8. Is there any way to keep nut meats fresh all summer?

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

Issued by the CONSUMERS' COUNSEL of the
AGRICULTURAL ADJUSTMENT ADMINISTRATION
in cooperation with the
BUREAU OF AGRICULTURAL ECONOMICS
BUREAU OF HOME ECONOMICS
BUREAU OF LABOR STATISTICS
Washington, D. C.
Vol. III, No. 23 December 14, 1936

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Consumers' Guide

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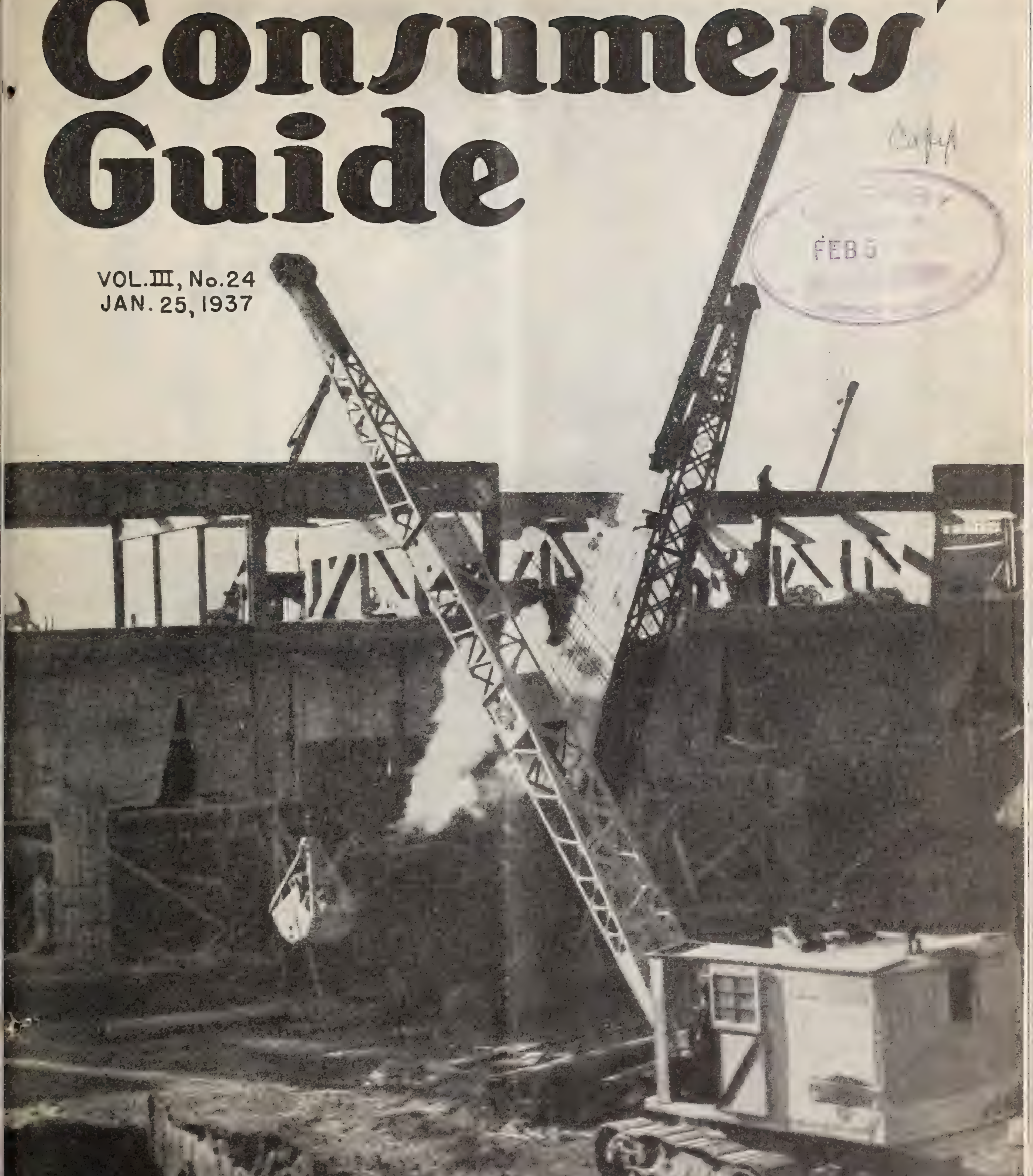

Who Gets the National Income?

Consumers' Queries and Comments

A CONSUMER writes to us: "I noticed the other day that the milk I buy is dated. The cap on the milk delivered Monday is marked in bold blue letters 'Monday', and Tuesday's milk 'Tuesday', and so on through the week. But what it means I have no idea, for the other day when I needed an extra quart, I bought milk at the corner store. It was Thursday and the date on the bottle cap was 'Friday.' Perhaps other housewives would like an explanation. Can you tell us what the date means?"

IN SOME cities the date refers to the day or date the milk was produced, pasteurized, or bottled. In other cities it is the time after which milk is not to be sold. There is wide variation in State and municipal requirements as to what information, if any, must be printed on milk bottle caps. Nothing in the standard milk ordinance set up by the Public Health Service to safeguard milk supplies requires that a date be printed on the bottle cap.

IN 1930 the Bureau of Dairy Industry examined the dairy laws of 23 States and the milk ordinances of 410 cities in various parts of the country. Results of the survey showed that 3 States and 50 cities required a date on the bottle cap. Some States required just the day of the week and others the date, for various steps in the handling of milk. The situation as to laws and ordinances may have changed since this report was made.

IF YOUR milk is dated and if you aren't certain what the date means, either ask your milkman, call your dairy, or get in touch with your local health officer. Health departments of State and city governments, as a general rule, enforce all laws and ordinances having to do with your milk supply. Your local health officer will be fully informed concerning the procedure followed in your community.

NOT ONLY the time it takes to get milk from cows to doorsteps, but also the care with which it is handled, is important. Farmers generally market two milkings—evening and morning—at one time. Milk sent to market on Tuesday, in common practice, was milked and cooled Monday night and Tuesday morning. This milk, if destined for a large city far away, is first sent by truck to a country milk station, where it should again be cooled and made ready for shipment to the city distributor. Milk goes to the city by train and truck. Large modern milk trucks which look like gasoline trucks are in reality thermos bottles on wheels. Through the day and night these trains and trucks speed toward the city, arriving—if the city is not too far away—with time left to pasteurize, bottle, and deliver for Wednesday's breakfast the milk which left the farm Tuesday morning.

"AS LONG as I can remember", writes an Ohio consumer, "I have followed religiously the precept 'empty contents of can immediately after opening.' Now I am told that this is not necessary at all. But before I give up a lifelong practice, I want to make sure that food left in opened tin cans is not harmful."

SCIENTISTS of the Department of Agriculture have disproved this taboo. They say that harmful changes in the food cannot result merely from leaving food in the can after opening.

ONLY TWO dangers from canned food should concern consumers. One is the case, very rare nowadays, when the food was not correctly sterilized and packed in an airtight tin in the first place, or when the container has developed a leak through damage en route. The usual checks on all cans before opening will keep the dangerous food off your table: Don't buy cans that are bent, bulging, or leaking. Don't use or taste food that smells queer or looks abnormal when it comes out of the can.

THE OTHER danger is in forgetting that canned food like any other perishable food must be protected from contamination and spoilage after it is opened. Whether you refrigerate it in or out of its original can makes no difference in the safety of the food.

PRACTICALLY all cans used commercially are made of thin steel sheets plated with tin. Experiments demonstrate that any amount of tin which might be found in food from a tin container would not be injurious to health.

SEA FOODS and acid foods such as fruits, berries, and tomatoes are generally packed in cans lined with a harmless enamel compound. This prevents corrosion and discoloration. Acid fruits and vegetables packed in uncoated cans may acquire a metallic taste, objectionable to some but not harmful to health.

Who GETS THE NATIONAL INCOME

Sizing up one year's income against another is simple for most families. But for a nation it is not so easy. This article* gives a glimpse into the Nation's income and of the groups that share it

SEVENTY-NINE down to 45 billion dollars, then up to 54 billion dollars—that is the way national income paid out to all people of the country shrank and expanded in the 6 years from 1929 to 1935. When all reports are in, 1936's income may have swelled to 60 billion.

YARDSTICKS of money income are not yardsticks of consumers' well-being. Money going into pockets is only half the tale. The cost of day-to-day necessities on which this money must be expended is the other half.

COSTS of living change year by year, as do the sums of money received by individuals.

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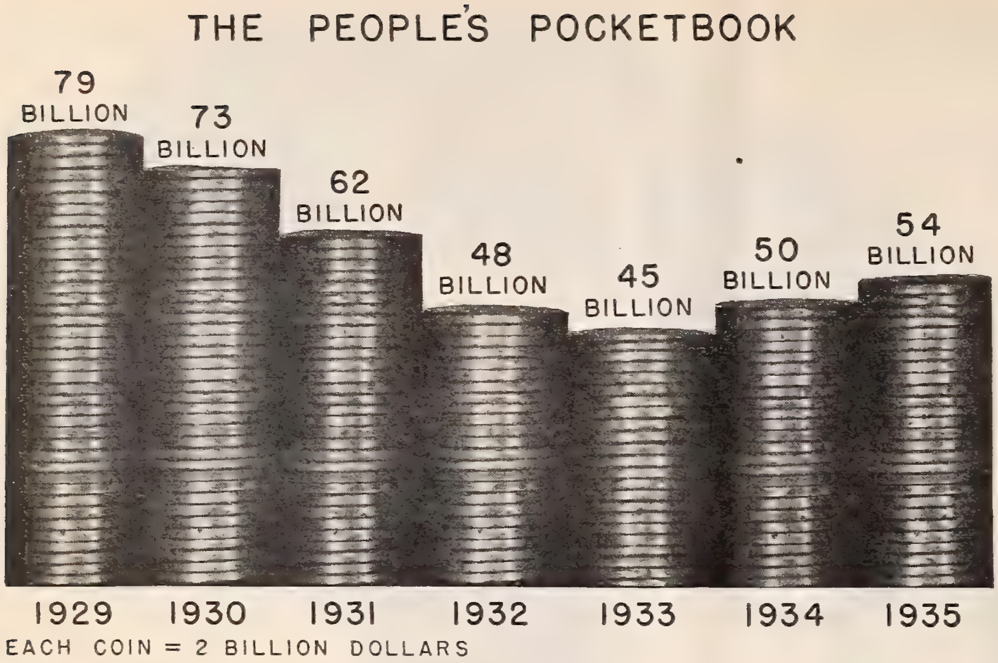
*All figures used in this article are from "National Income in the United States 1929–1935", U. S. Department of Commerce. This publication contains estimates of both national income produced and paid out, and can be obtained from the Superintendent of Documents, Washington, D. C., for 25 cents.



Thirty-four billion fewer dollars flowed into consumer pocketbooks in 1933 than in 1929. Nine billion dollars more reached these pocketbooks in 1935 than in 1933

One dollar this year will buy a different amount of sausage and shoes than one dollar last year.

ESTIMATES of national income paid out to everybody do not take into account the changing value of these dollars as buyers of goods. Although they give only a one-sided picture of our progress in and out of depressions, they are a help in gaging how far along the road we, as a nation, have gone.

ESTIMATORS of the Nation's income are experts employed by the Department of Commerce. It is their job to keep the account books for the Nation and to determine as correctly as possible: First, the total number of dollars paid each year to all people. Second, they estimate, what part of this total is paid out as wages and salaries to labor; what part is paid as interest and dividends for the use of capital; as rents for the use of land and royalties for the use of natural resources; and what part goes to proprietors who are self-employed or who own and manage their own business enterprises. Third, the experts determine how much of total income is paid out by manufacturing, transportation, government, agriculture, and by the eight other major fields of economic activity into which the national economy has been classified.

TOTAL INCOME paid out in 1929 was 79 billion dollars. Then came the depression. As the decline gained momentum through 1930, 1931, 1932, factories closed, trains stopped running, building projects were postponed until some later day. Only 45 billion dollars were paid out in 1933. For every dollar paid out in 1929, only 57 cents went to all of us in 1933, a 43-percent drop.

INCOME paid to labor shrank at the same rate as paid-out national income. Labor income dropped from 51 billion dollars in 1929 to 29 billion in 1933, or 43 percent. Since payments to labor declined at the same rate as the total, labor's share of national income payments remained the same. Of every dollar of the national income paid out both in 1929 and 1933, 65 cents went to labor.

DECLINES in labor income, whether as wages or salaries, are serious because of the absolute dependence of most employees, especially those in the lower income groups, upon current income. Generally these workers, often having large families, have no other means of livelihood when current income stops.

LABOR INCOME includes payments to all classes of employees. It includes wages paid to unskilled workers and to skilled craftsmen, and salaries paid to office personnel and corporation officers. Separate count is not taken of all wages and salaries.

INTEREST AND DIVIDENDS—payments for the use of borrowed capital and returns to stockholders—dropped from over 11 billion dollars in 1929 to less than 7 billion dollars in 1933, a falling off of 38 percent, against a 43 percent drop in national income in the same period. Consequently interest and dividend payments represented a slightly larger part of the national income paid out in 1933 than in 1929, 15 percent of total income in 1933 as against 14 percent in 1929.

INTEREST payments, considered apart from dividends, declined less than any other major type of income payment. Interest payments declined less because interest rates, which are the prices paid for the use of money, are fixed by contract at the time money is borrowed. Dividends, with the exception of rents and royalties, dropped more than any other major payment. Interest payments dropped 10 percent between 1929 and 1933. Dividend payments declined 63 percent between the same years.

PROPRIETARY PAYMENTS are the incomes which partners or individual proprietors of unincorporated enterprises and self-employed individuals withdraw from their businesses in the course of a year. Farmers represent about 60 percent of this group, which also includes doctors, lawyers, independent tradesmen, and others.

PAYMENTS to this group stepped down from 12.5 billion dollars in 1929 to 7.3 billion dollars in 1933, or by a decline of 42 percent—a little less than the decline in total income. This group received only a slightly larger share of national income in 1933 than in 1929.

RENT AND ROYALTY recipients got 3.4 billion dollars in 1929 as against 1.2 billion dollars in 1933, a 64-percent drop. This type of payment, which is the smallest of the five major types, represented over 4 percent of all income paid out in 1929 and less than 3 percent in 1933.

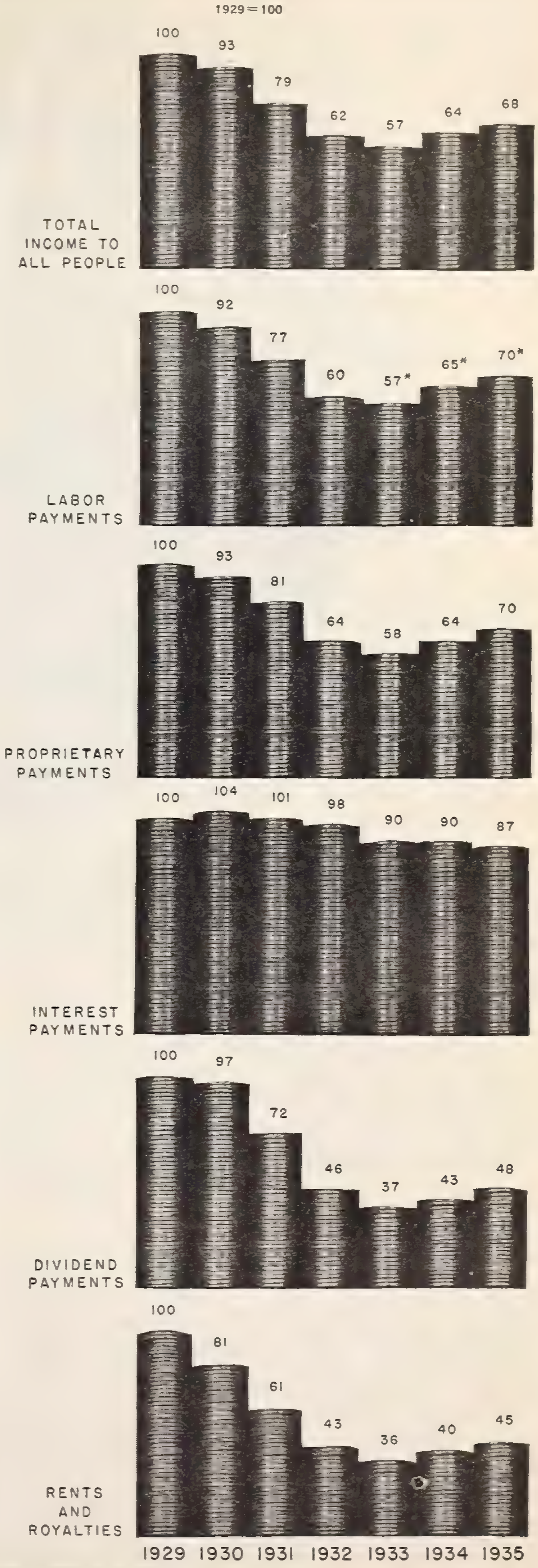
TURNING POINT in the downward swing of national income came in 1933. The year 1934 was the first to show an increase following declines in each year from 1930 to 1933, inclusive. National income paid out stepped up to about 54 billion dollars in 1935, an increase of 19 percent over the low level reached in 1933.

LABOR INCOME climbed up from 29 billion dollars in 1933 to 36 billion dollars in 1935, a rise of 23 percent, against the 19 percent increase in the total income during the same 2 years. Labor's relative share in the national income, then, swelled more than total income. Labor's share was 67 percent in 1935 as against 65 percent in 1929 and 64 percent in 1933.

INTEREST AND DIVIDEND payments stepped up from a little less than 7 billion dollars in 1933 to slightly more than 7 billion dol-

All types of payments—except interest—suffered major slashes during the depression. All—except interest payments—have swelled in recovery years. Dividend payments in these latter years have shown a relatively greater increase

HOW EACH KIND OF INCOME COMPARED WITH ITS OWN 1929 LEVEL



* INCLUDES WORK RELIEF WAGES

lars, or 7 percent. People who receive interest and dividends got 14 percent of all income paid out in 1935 as against 15 percent in 1933. Their share was 14 percent in 1929.

INTEREST payments, in contrast with other types of income payment, continued to drop after 1933. They declined 4 percent between 1933 and 1935. Dividends stepped up 28 percent, more than either total income or labor income.

PROPRIETARY PAYMENTS climbed up from 7.3 billion dollars in 1933 to 8.7 billion dollars in 1935, or 19 percent. The share of this group in the national income was the same in 1935 as in 1933—16 percent. Rents and royalties increased slightly from 1.2 billion dollars in 1933 to 1.5 billion dollars in 1935, or 23 percent.

NO MEASURE of incomes going to each individual in each group, unfortunately, can be made. Were this possible, one could then compare the average income of workers and employees with those who receive income in the form of interest and rents. Although experts who estimate our national income know the approximate number of workers and proprietors, they have no way of knowing how many people share in total interest, dividend, and rent payments.

HOW FAR BACK to the income level of 1929 have we come since 1933, however, is a question that can be answered. We can answer the question by making use of the above figures.

NATIONAL INCOME paid out declined 34 billion dollars from its level in 1929 to its low level in 1933, and regained 9 billion dollars or 26 percent of this loss between 1933 and 1935. Labor income came back 30 percent between 1933 and 1935; proprietary payments, 27 percent; dividends, 16 percent; and rents and royalties, 13 percent. Interest payments in 1935 were less than they were in 1933.

WHO PAYS this money out is the one remaining question. The national income paid out each year to workers, managers, owners, and others is made by the 12 United States industrial groups into which the economic activities of the Nation have been classed. Ranked according to importance as a source of income in 1929, these were: Manufacturing, trade, service, finance, transportation, government, agriculture, a miscellaneous industrial group, construction, mining, electric light and power and gas, and communication. The first six of these contributed over 76 percent of all income paid out in 1929.

BIGGEST single distributors of national income were the manufacturing industries. This source accounted for 23 percent of the national income in 1929, 19 percent in 1933, and 21 percent in 1935. Government, sixth in rank in 1929, was the second major source of income in 1935, contributing 16 percent of total income paid out.

DOLLARS paid out as income by each of these industrial groups with the exception of electric light, power and gas, communication, and government, started to decline in 1930. Income paid out by electric light, power and gas, and communication groups did not decline until 1931. Income payments by government increased each year with a single exception, 1932.

INCOME PAID OUT by each industry other than electric light, power and gas, and government reached the low point in 1933. During the years 1929 to 1933 when national income declined 43 percent, the income paid out by industrial groups declined more than 43 percent in 7 instances and relatively less in 5.

COMPARED with the 43-percent decline in national income from 1929 to 1933, income paid out by construction shrank 76 percent from 1929 to 1933, mining 61 percent, manufacturing 53 percent, and agriculture 52 percent. Finance, trade, and transportation dropped 49 percent, 44 percent, and 43 percent, respectively, from 1929 to 1933. Income payments of five other industrial groups declined relatively less between 1929 and 1933 than did the national total. Income paid out by the service groups shrank 41 percent between 1929 and 1933; miscellaneous, 40 percent; communication, 21 percent; and electric light, power and gas only 16 percent. Government paid out 8 percent more in 1933 than in 1929.

WHILE national income stepped up 9 billion dollars or 19 percent between 1933 and 1935, income paid out by five industrial groups increased relatively more than did total income. The construction group climbed 41 percent; manufacturing, 34 percent; mining, 33 percent; agriculture, 24 percent; service, 21 percent. Eight groups increased relatively less than did total income. Income paid out by government, including work-relief wages (ARB), stepped up

[Concluded on page 23]

On Selecting YOUR SIRUP

A familiar scene in the South: Grinding cane to extract the juice

In each American region, "sirup" means the special sirup dictated by long tradition for that section. But sharp differences set each sirup apart from all the others in flavor and consumers' use

EARLY CONSUMERS in America could not choose among the sweetenings brought by train and truck from everywhere. They took what Nature placed at hand, and liked it. Pretty much, they've liked that same sweetening ever since.

THE DEEP SOUTH still thinks the sugar-cane sprang up to grace their table every meal with a sirup from its juice. Joining the cane belt on the north and running westward is the sorgo belt, where they specialize in sirups from the sweet sorghum plant. The Corn Belt produces the raw material for the corn starch from which corn sirup comes. Northern, some Eastern, and especially New England States are famous for maple sirup. But honey bees take no account of State lines and provide a universal sirup, ready-made, for every section of the country.

BOUNDARIES of taste and fancy tend to dim a little as transportation trades the food of California for that of Maine. Consumers now can choose molasses or maple, cane or corn, depending on the use to which they want to put their sirup.

MISUSED as sirups are in some parts of the country, where their prominence on every meal's menu of the year tends to crowd out the craving for important foods like milk and fruits and vegetables, they still have their rightful place in the diet. All provide calories for energy, some offer other values besides. Each has its definite use in the kitchen or on the table, suggested by the character of its taste and its consistency. We aim in this article and another coming next issue to help consumers put each sirup in its place.

SUGARCANE, down in the cane belt, is the raw material for a different product at each step of the progress from cane in the field to refined white sugar on the table.

TOP SIRUP from cane is cane sirup itself, made simply by boiling down the whole juice of the sugarcane to sirup consistency. Cane sirup has the characteristic robust flavor that we associate with molasses, but to an expert palate there is in high quality cane sirup, along with this pungency, a delicacy and fineness that molasses lacks. All the food value of the cane juice is in cane sirup, including the iron and calcium.

CANE SIRUP, according to the Federal Food and Drug rulings which apply to sirup so labeled in interstate commerce, must be of a consistency which measures not more than 30 percent water. The minerals, or "ash" content, must not make up more than 2.5 percent. Consumers can buy cane sirup, as such, in many groceries all over the country. In the South it is a staple—home-made, neighborhood-made, and store-bought. We are likely, too, to meet it in mixtures with other sirups under trade names, and to see the words "cane sirup" among the list of ingredients on the label. The one case in which you will see "cane" on a label when it does not mean real cane sirup is the "cane and maple" on a bottle of what is technically sugar sirup mixed with maple sirup.

MOLASSES, success secret of such foods as gingerbread, baked beans, Indian pudding, Boston brown bread, and many cakes, cookies, and candies, is a byproduct of the manufacture of raw white or brown sugar from sugarcane. Lacking more or less of the original sugar, depending on the grade of the molasses, it is made by concentrating and sometimes clarifying the "mother liquor" left after part of the sugar has been removed from the sirup. Removing the sugar leaves the color, flavor, and minerals more concentrated in the remaining molasses. The process itself, in which lime, sulphur dioxide, and other chemicals take part, also leaves its mark on the flavor. The more sugar removed the stronger and cruder is the flavor of the molasses, and the lower the grade.

INDUSTRY divides molasses sold for human consumption into two levels—"First Molasses" and "Second Molasses." Consumers know them simply as "light" and "dark", and that is how the difference may show on labels. All molasses, light or dark, moving across State lines under the label of molasses, must be thick enough to contain not more than 25 percent moisture.

LIGHT MOLASSES, meant mostly for table and fancier kitchen uses, will have in it 62 percent of total sugars, if the tentative standards of the Food and Drug Administration are adopted. Dark molasses, more generally used in cooking where a strong flavor is called for, will contain, according to the standards now being considered, a minimum of 55 percent total sugars.

BARBADOS molasses, with its own clientele among molasses connoisseurs, has a distinctive rum-like flavor. Other special types of molasses, frequently named after the place where they originate, have unique flavors from their special processes of manufacture and please their own sets of customers.

BLACKSTRAP molasses is the very lowest grade, made from what is left after every possible bit of sugar has been removed from the sugarcane by the commercial process. It is combined in mixtures for feeding stock, and enormous quantities of it are used in the production of alcohol.

RAW SUGAR, extracted from the sugarcane juice, comes from Cuba, Puerto Rico, Hawaii, the Philippines, the Virgin Islands, and other regions including our own cane States, to refineries in our great cities. From the different stages of the process of turning brown raw sugar into white table sugar come byproducts in the form of different grades of refiners' sirup.

REFINERS' SIRUP varies from dark brown to almost white. It has a cane taste, but not so strong as that of molasses. There are just as many gradations from crudeness to fineness in quality of refiners' sirup as there are between blackstrap molasses and top quality cane sirup. The lowest grades are not used for human consumption, but as the grades go up their uses are correspondingly higher class. Some refiners' sirup is sold to bakers and confectioners and other food manufacturers, but consumers meet refiners' sirup mostly in blends with sugar sirup and corn sirup, sold under trade names. Under the Federal Food and Drugs Act, refiners' sirup should contain not more than 25 percent of water and not more than 8 percent of ash (mineral matter).

SUGAR SIRUP, made by simply boiling sugar and water down to sirup thickness, is indirectly a product of the cane plant if it happens to be cane sugar from which it is made. But this relationship does not justify the labeling of sugar sirup as "cane sirup", which is a very different product. The Food and Drug Administration requires sugar sirup to be labeled as such when it is shipped in interstate commerce, except in the case of sirup labeled "cane and maple" which long familiarity has taught consumers not to mistake for true cane sirup, one tablespoon of which would drown the flavor of a quart of maple sirup. Sugar sirup must not contain more than 35 percent of water.

BEETS, which provide much of our sugar, could also give us a sirup direct from the juice, just as cane gives us cane sirup and molasses. In Germany much beet sirup is used, but its characteristic flavor, which has been likened to horehound, does not make much of a bid for the favor of American consumers, accustomed to different tastes. During the war, when shortage of sugar gave a stimulus to the production of sweetening from other sources, people in the beet sugar areas began to inquire into the possibilities of making a sirup from sugar beets. One of the scientists in the Department of Agriculture worked out a simple method and patented it, but because of the flavor barrier and other factors the method was never put into commercial use to any appreciable extent. Even now, though, the Department sends directions in response to an occasional request.

THE SORGHUM plant, kin but not twin to the sugarcane, offers its own sirup called sorgo, sorghum, or—incorrectly—"sorghum molasses." Throughout the northern part of the southern cane States, northward through southern Indiana and Illinois and then westward lies the sorghum belt. Sorgo sirup is dark, thick, and has a flavor which to the uninitiated is much like cane sirup. But there is a sharp tang that sets it apart. Sorgo is a good source of minerals in the diet, and is rich in calcium and iron. In cooking, it does the same job molasses does. To be correctly labeled in interstate commerce as "sorgo" or "sorghum", the sirup must contain not more than 30 percent of water.

Boiling down the cane juice to sirup consistency can be done by the latest mechanical factory methods or with the simplest primitive apparatus

IMPROVING the quality and uniformity of sorgo and sugarcane sirups has been the goal of special studies in the Department of Agriculture. Since these sirups are important as cash providers on many small farms, improvement will put money in the pockets of many farmers while it puts better sirup on their tables. Government scientists are showing them how to bring the flavor of all sorghum and cane sirup up to the level of smoothness now reached only by the best.

CORN SIRUP, sold as such and as a part of many of the table sirups the grocer sells, is manufactured from cornstarch. Consumers find it in trade-named table sirups flavored with butterscotch, honey, vanilla, sorghum, cane sirup, or refiners' sirup.

COLORLESS "crystal white" corn and sugar sirup mixtures sometimes called simply

[Concluded on page 21]

Consumers' Bookshelf

This sixth installment of our serial bibliography for consumers, prepared jointly with the Consumers' Project of the Department of Labor, continues with reference reading on food. Publications dealing with "Standards for Food Products" appeared in the CONSUMERS' GUIDE of November 2, 1936 . . . Mention of any material in this list does not imply an endorsement of the point of view of the author by the CONSUMERS' GUIDE

FOOD

Buying

CUTTING FOOD COSTS, by Elizabeth Ellis. March 1936. 7 pp. Extension Circular 181. A food buying guide; also contains two tables listing weekly and annual moderate cost adequate diets. Address: Extension Service, University of New Hampshire, Durham, N. H.

BUYING OF FOODS. Jan. 1, 1936. 19 pp., mimeographed. Instructional Units on Consumer Buying, No. 2. This is the second in a series of instructional units on consumer buying being issued by the California State Department of Education. Units are made up of objectives, problems, questions, and references. Subjects covered: General food buying, buying dairy products and meat, seasonal price trends and sales, and food laws. Address: California State Department of Education, Sacramento, Calif.

ECONOMICAL FOOD BUYING, by Muriel Smith. October 1934. 15 pp. Extension Circular 1175. Points out advantages of quality purchasing; describes U. S. Standards for canned fruits and vegetables; and gives several pages of information of selected foods. Address: Extension Service, University of Nebraska, Lincoln, Nebr.

A GUIDE TO BUYING FOOD. January 1934. 3 pp., mimeographed. Brieflet 373. Discusses the grading of food products; buying in quantity; and the problems involved in buying package foods, canned and fresh fruits and vegetables, and meats. Address: Extension Service, University of Vermont, Burlington, Vt.

IT PAYS TO BUY FOOD WISELY, by Day Monroe and Mary Henry. June 1932. 38 pp. Bulletin 237. Contains suggestions for saving and points to remember in purchasing of food. Address: Extension Service, Cornell University, Ithaca, N. Y.

STRETCHING THE FOOD DOLLAR, by Elizabeth Ellis. February 1933. 8 pp., illustrated. Extension Circular 144. Suggestions for economical food buying. Also contains several menus. Address: Extension Service, University of New Hampshire, Durham, N. H.

FOOD BUYING, by Helen Kennedy. June 1934. 10 pp. Demonstration Series 13G. Discusses the budgeting of food money and describes the U. S. Standards for, and their value in, purchasing butter, cheese, milk and cream, eggs, fresh and canned fruits and vegetables, dried fruits, beans, and various types of meat. Also contains a section on food containers. Address: Extension Service, Alabama Polytechnic Institute, Auburn, Ala.

FOOD EXPENDITURES, by Harriet Cookingham. April 1932 (reprint). 8 pp. Home Management Booklets. Advice on cutting down food costs. Address: Extension Service, Iowa State College, Ames, Iowa.

Budgeting Diet Needs

ADEQUATE DIETS FOR FAMILIES WITH LIMITED INCOMES. U. S. Department of Agriculture, Bureau of Home Economics. April 1931. 16 pp. Miscl. Pub. 113. Address: U. S. Superintendent of Documents, Washington, D. C. 15 cents.

DIETS TO FIT THE FAMILY INCOME, by R. S. Carpenter and H. K. Stiebeling. U. S. Department of Agriculture, Bureau of Home Economics. September 1936. 37 pp. Farmers' Bulletin 1757. Gives plans for a liberal, moderate-cost, minimum-cost, and restricted diet for emergency use. Discusses selection of foods by groups. Gives a week of sample menus. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

LOW-COST MEALS FOR HEALTH, by Elizabeth E. Ellis. April 1936. 14 pp. Extension Circular 185. A book of recipes. Contains a number of thrift suggestions. Address: Extension Service, University of New Hampshire, Durham, N. H.

LOW COST FOOD FOR HEALTH, by Mary Henry and Day Monroe. June 1932. 10 pp., illustrated. Bulletin 236. Detailed advice on planning low-cost meals. Address: Extension Service, Cornell University, State College of Home Economics, Ithaca, N. Y.

Included in this bibliography are many publications issued by State Extension Services. These bulletins are intended primarily for the use of consumers within the State, without charge. In some instances a small charge may be made to consumers outside. But in most cases, where supplies are adequate, the extension service will be glad to send one copy free of each bulletin requested by consumers in other States

FOOD NEEDS AT LOW COSTS, by Florence J. Atwood. October 1934. 15 pp. Extension Circular 9902. Includes sections on the low-cost diet, food sources of elements required for adequate nutrition, and some inexpensive practices to follow for low-cost diets. Address: Extension Service, University of Nebraska, Lincoln, Nebr.

Selecting and Using Specific Foods

FRUIT AND VEGETABLE BUYING GUIDE FOR CONSUMERS, by R. G. Hill. U. S. Department of Agriculture. January 1936. 62 pp., printed. Miscl. Pub. No. 167. A guide containing general as well as specific purchasing hints. Broken down by commodities. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

THE VEGETABLE AND FRUIT BUDGET. 1925. 6 pp., mimeographed. Extension Circular 988. General discussion of value of fruits and vegetables in the diet. Also contains tables to aid in formulating quantity budgets. Address: Extension Service, University of Nebraska, Lincoln, Nebr.

VEGETABLES, by Aneta Beadle. May 1935. 4 pp. Leaflet No. 142. Deals with classification, composition, cooking, and food value of vegetables. Includes several recipes. Address: Extension Service, Purdue University, Lafayette, Ind.

CONSERVING FOOD VALUE, FLAVOR, AND ATTRACTIVENESS IN COOKING VEGETABLES, by Rosemary Loughlin. U. S. Department of Agriculture, Bureau of Home Economics. March 1933. 12 pp., illustrated. Circular No. 265. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

BUYING CANNED FRUITS, by Susan Wilder. February 1936. 12 pp., illustrated. Extension Circular 355. A general discussion of fruit preservation in cans. Also has sections on cooking fruits, food value of fruits, and recipes featuring fruits. Address: Extension Service, South Dakota State College of Agriculture and Mechanic Arts, Brookings, S. Dak.

BUYING CANNED VEGETABLES, by Susan Wilder. December 1935. 12 pp., illustrated. Extension Circular 354. Contains a comparison of canned vegetable quality grades in simple terms, and a section on the factors leading to their establishment. Also tells methods for cooking various vegetables. Address: Extension Service, South Dakota State College of Agriculture and Mechanic Arts, Brookings, S. Dak.

MILK FOR THE FAMILY, by R. S. Carpenter. U. S. Department of Agriculture, Bureau of Home Economics. July 1933. 27 pp. Farmers' Bulletin No. 1705. Tells what milk contributes to the well-balanced diet, how much the family needs, something about grades and quality of milk, what milk to select for the baby, ways to

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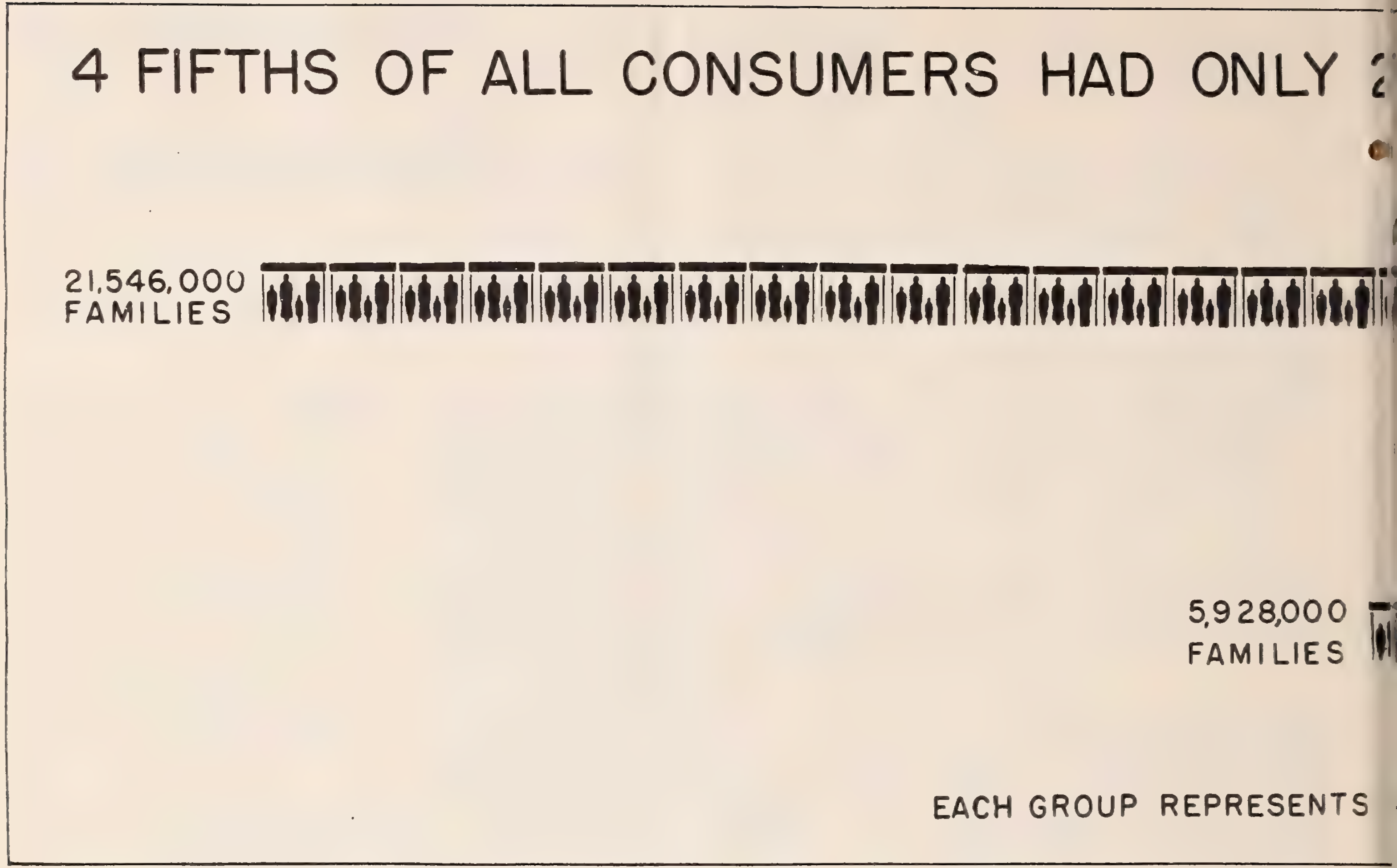


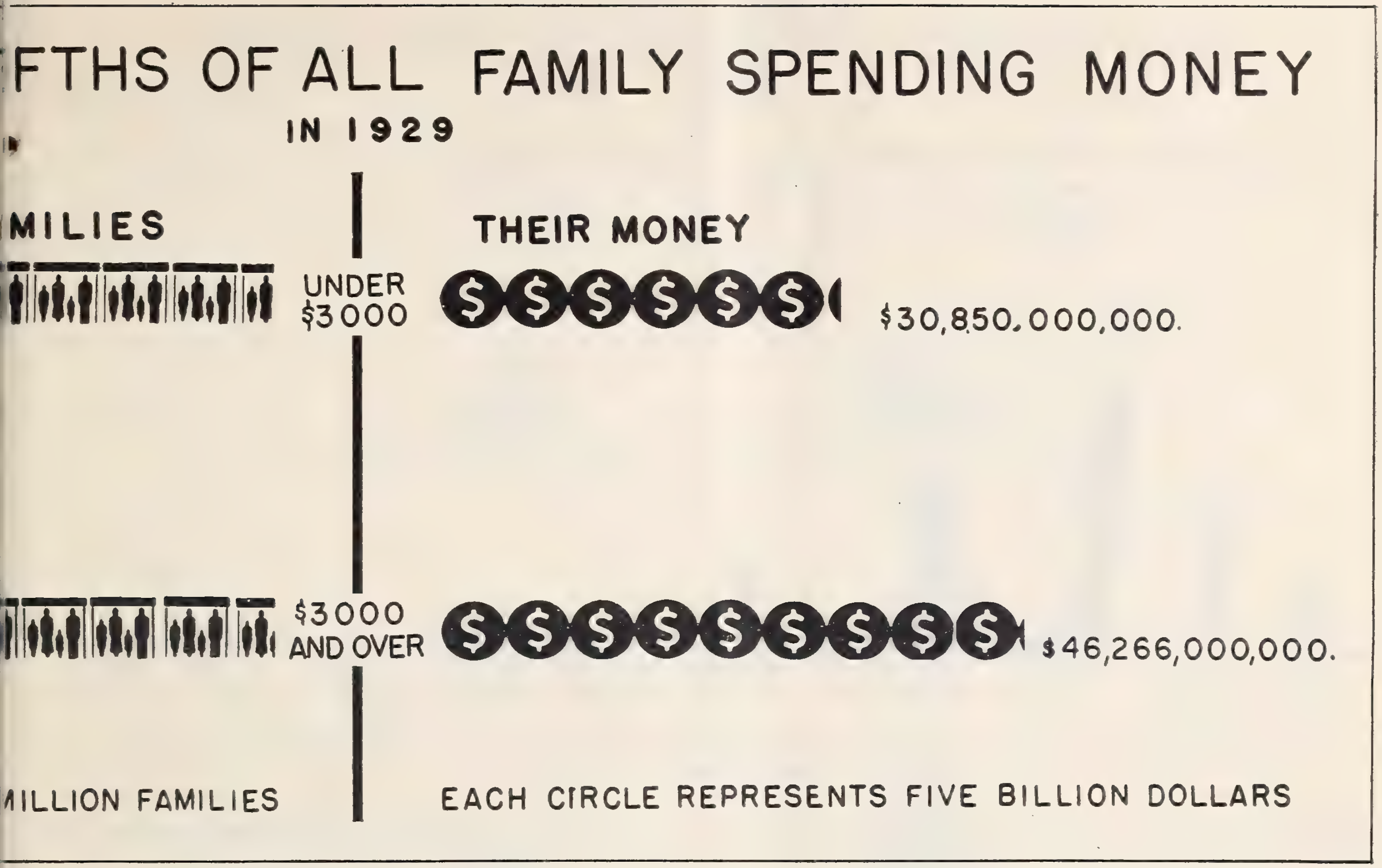
CONSUMERS LOOK

Donald E. Montgomery, Consumers' Counsel of the AAA, explores into questions raised by competitive practices and their effect on the price and quality of consumer goods

AWAKENING of consumer activity points to two significant factors in current history. Steps taken within the last 4 years to deal with the problems of business as problems of public interest and public concern have encouraged the ultimate retail buyer to become aware of himself and to find his voice as one of the major participants in the business process.

SECONDLY, the present surge of consumer interest is a manifestation of our national coming of age. When a nation is growing rapidly it is prolific in opportunities for making a living. Like a colt its legs are long and its head is small. Making money is the measure of success, and many of us are on the make. Even those who live most miserably share in the general intoxication, and pattern their psychology upon the possibility that they too may some day make a killing. Depression changed that outlook for many people.

THOSE who live by the stock market appear to be out on the trail again riding full tilt to be up with the pack at the kill; but those who live on wages and on salaries may have lost their faith in sudden wealth. This is how I interpret the growing interest in consumer problems on the part of people of average means. The realization is growing, as it has for long years past in the more sedate economies of European countries, that the man who works for a living must think how he spends as well as how he earns.

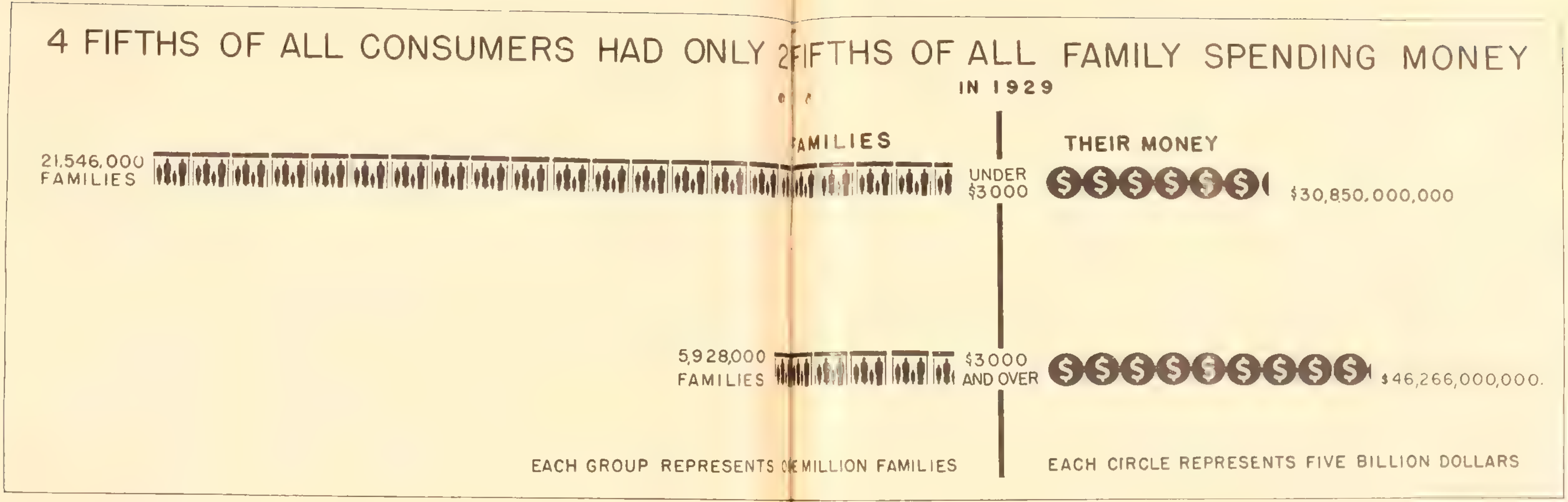


AT COMPETITION

AS CONSUMERS examine the market place for answers to their questions as to how to get their money's worth, what do they find? In the first place they find very little information about the real qualities of the goods which business has for sale. They find that goods are sold to them by salesmen who frequently know little about the essential qualities of goods which determine their usefulness; that these salesmen are employed by distributors who know little more; and that those who manufacture the goods and know their real merit, or lack of it, prefer to sell upon the reputation of a brand rather than disclose in frank and definite descriptive terms the true quality characteristics of their merchandise.

HOW shall consumers be guided in their purchases by the thousands of brands that confront them? The reputation that goes with a brand may well be worthy of consumer confidence, but is not a substitute for specific information such as the owner of the brand himself requires when he is making purchases for his business.

WHEN consumers' growing curiosity turns them from this baffling inquiry in the market place and leads them to ask what aids and protections they get from government in the expenditures of their money, they find there also a variety of perplexing answers. They find laws which aim to protect them from fraud and from dangerous merchandise, but are limited to a very narrow field. They find some government protection in the exceptional case but very little to inform them in the normal purchase of everyday commodities. In the field of investment and speculative securities, consumers find both State and Federal Governments spending large sums of money and exercising great care to see that pur-


4 FIFTHS OF ALL CONSUMERS HAD ONLY 2 FIFTHS OF ALL FAMILY SPENDING MONEY IN 1929

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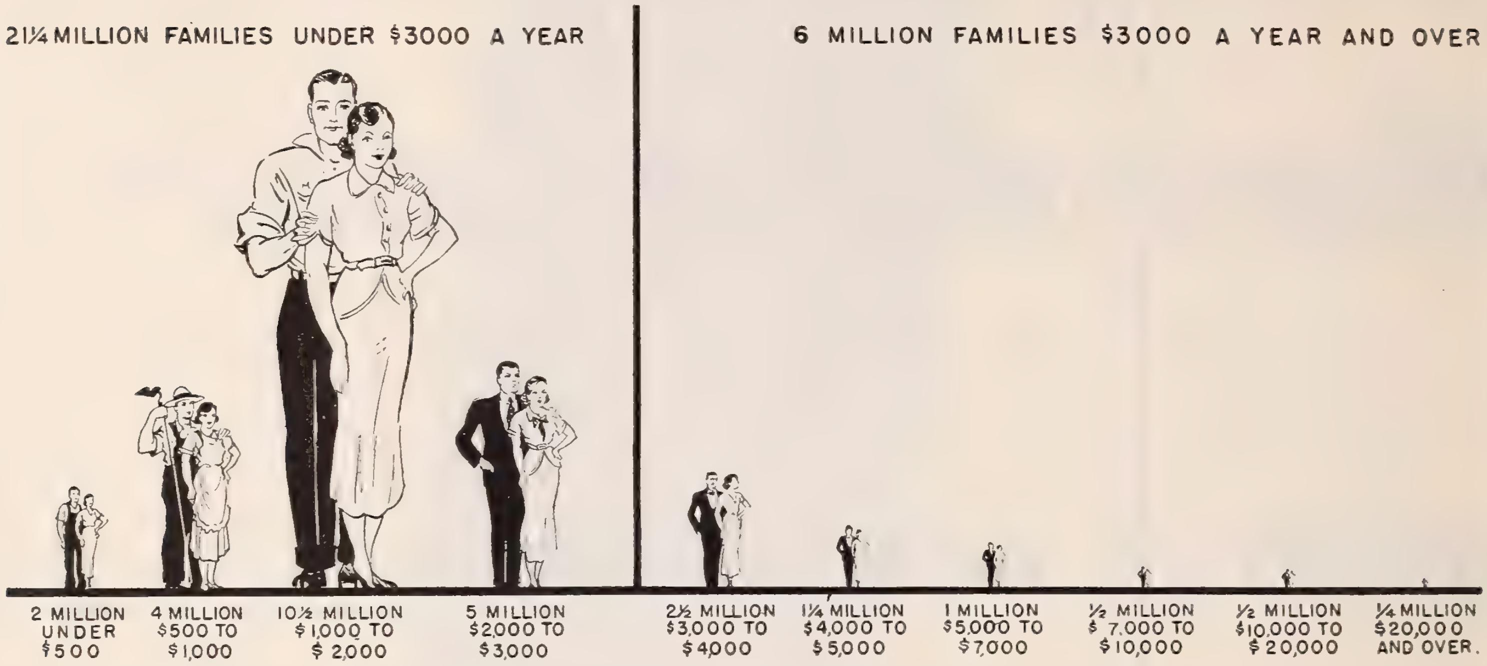
4 OUT OF 5
FAMILIES HAD LESS THAN $3000 TO SPEND
IN 1929



Small income families—a larger group in 1937 than in 1929—are the group for whom buying problems are a serious concern of everyday living

chasers of securities are most thoroughly informed about the commodity which is offered to them. The average consumer wonders perhaps why a type of expenditure which cannot at the outside take more than a minor fraction of his income should be so carefully safeguarded while his purchases of the necessities of life receive no comparable protection.

WHEN consumers have become more experienced in the arts of consumer curiosity and look beyond the goods to the processes of trade which make them what they are, what will they see through their consumer eyes? I think they will realize as they never have before that there is a great deal of active competitive rivalry in the field of business. But they will also see that a great part of competitive effort is wasted on them as consumers because it is misdirected; because it is aiming at goals which do not promise real gains in the standard of living; because it seeks new ways of getting consumers to spend money, rather than new ways of getting more goods consumed or useful services used.

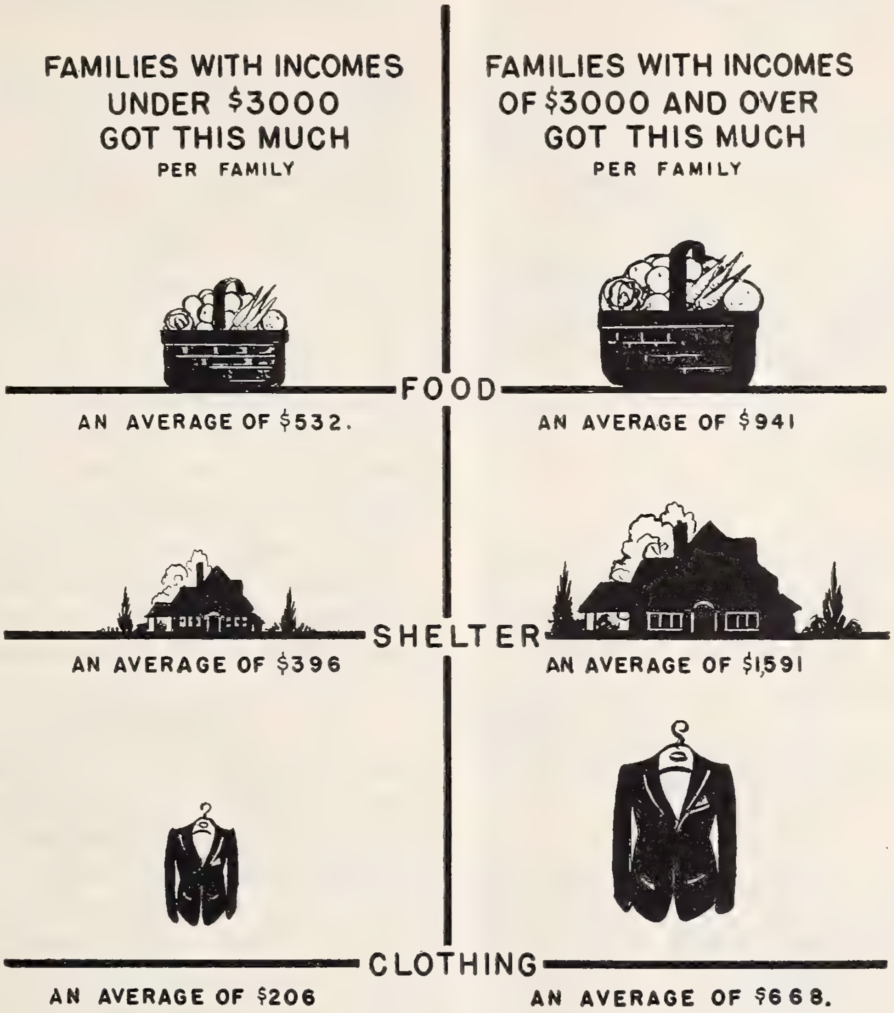
IN THE CASE of milk, for example, consumers will find little if any effort being expended to discover ways of drastically reducing the cost of distribution; but they will find profitable effort devoted to the business of persuading consumers that high-toned milk from happy cows, irradiated with mechanical sunshine and delivered under a fancy cap should be purchased at higher prices whether they need it or not. With literally millions of consumers and consumers' children living on dangerously short rations of fresh milk, the great brains and energy of the milk business are given to the arts of embellishing this humble product rather than to the task of overhauling old methods from top to bottom in a determined effort to discover how distribution costs may be reduced and consumption increased. The example of milk is not exceptional. It is only one of many.

HOW competitive effort is thus misdirected, consumers will understand more clearly when they come to see that competition is a double-acting mechanism. It can exert a force downward on prices, or it can exert a force upward on quality. In the case of staple commodities sold under traditional methods of merchandising, competition is likely to exert most of its effect upon price. But where there is resistance to price cutting, competition exerts itself in the upward direction, adding embellishments and services to the goods offered at a price.

CONSUMERS would seem to gain from either pressure. And so they would but for the

HOW CONSUMERS FARED

IN 1929



The act of spending for final consumption is one of the pleasures of life for some consumers. For the great majority of families it is a difficult problem. How these families make their expenditures is of vital importance, not alone to their individual welfare, but to the welfare of the nation

fact that both pressures may exert themselves in ways that are not in the consumer interest. Business is well aware that the price push may bear unequally upon different kinds of competitors and that factors other than efficiency may determine who wins. Or the price pressure may come suddenly like a catastrophe, wiping out the fit and the unfit indifferently. On the other hand, consumers are coming to see that the competitive urge to add to quality may force upon them superfluous services which they do not need or cannot afford, may overemphasize the importance of quality, and above all may encourage more costly methods of distribution by giving persuasion, rather than price, the major role in determining consumers' choices.

ON THE QUESTION of what is offered at the price, the consumer demand is for more facts and less fiction. Let quality factors be known and prices be flexible and consumers will decide for themselves whether they wish to pay more for better quality and more service, or pay less for lower quality and less service.

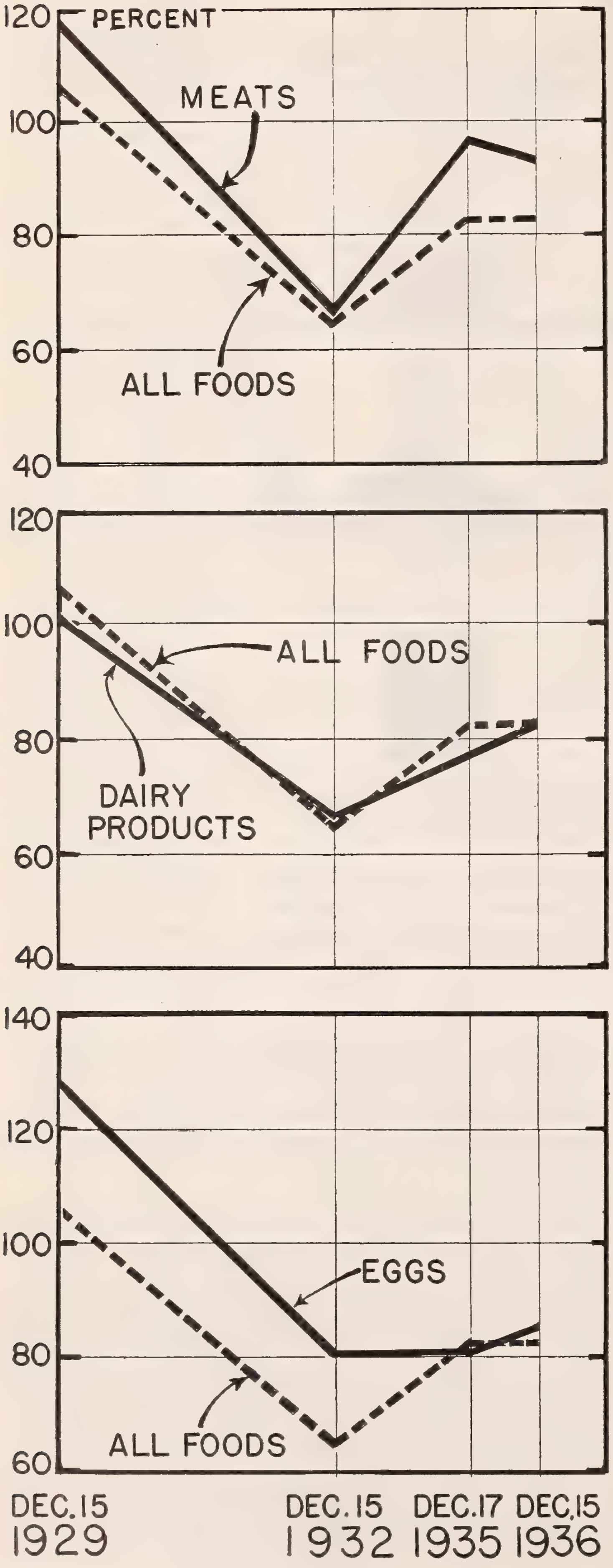
AS CONSUMERS come to see what they pay for quality they do not need and for services they cannot afford, and come to understand how stabilization of prices by various artificial means forces competition in this direction, they will bring a new point of view into the determination of public policy with respect to unfair competition. They will see that misrepresentation is unfair not only because it deceives the customer and injures the competitor, but also because it permits too much of the competitive pressure to expend itself in the furnishing of imaginary quality and burdensome services. And they will see, too, that unfair price practices are not confined to those which injure one competitor at the expense of another, but include also those devices and controls which injure business as a whole because by freezing the price structure they prevent progressive price adjustments that are needed—basic adjustments that will open the door to increased consumption, higher standards of living and greater business opportunities in furnishing essential goods and services.

THIS way of stating the case puts all the blame upon business for the many defects of the competitive process. In defense, business replies that it can only give its customers what they want; that consumers do not seek real economy in making their purchases, but insist upon the psychological appeal; that when consumers know what they want business will give it to them.

BUSINESS knows how consumers should buy to make the most effective use of their money, for business itself buys in that way. All the

[Concluded on page 21]

A PERSPECTIVE OF FOOD COST CHANGES
1923~1925=100



Your Food Costs

RETAIL FOOD COSTS climbed 0.5 percent from November 17 to December 15 as higher costs for almost all vegetables, and fats and oils, more than balanced a sharp drop in egg prices. This change checked the downward trend in food costs which commenced in mid-September, and it carried costs back to their October level. Advancing potato prices, which were a primary factor in pushing up vegetable and food costs from April through June, again were an important factor in raising vegetable and food costs during the past month. Potato prices are expected to continue going up until next April. This change, combined with expected sharp price increases for most meats and less than seasonal price declines for butter and eggs, points to advancing food costs this winter.

ON DECEMBER 15, index of retail food costs as reported by the Bureau of Labor Statistics stood at 82.9 percent of the 1923-25 average. During this period in 1935 food costs registered a like advance. Costs on December 15 were about 1 percent above their level a year ago.

CONTRARY to the general upward movement, food costs moved downward in the Mountain, Pacific, and West South Central States. Differences between areas were due almost entirely to varying changes in vegetable prices, primarily potatoes.

MAJOR CHANGES in food costs for the country as a whole during the 4-week period were limited to a 5-percent decline in eggs, and a 4-percent and 1-percent increase, respectively, in fruits and vegetables, and fats and oils. Other food groups, except meats, exhibited minor upward changes or remained unchanged. In the meat group, fresh pork, ham, all lamb cuts, and roasting chickens hit new low levels for the year, but higher beef costs practically canceled these changes. On December 15, the index of meat costs was at its lowest level for the year as a result of early marketing of meat animals, but it now appears that prices, principally for beef and pork, will start moving upward. Dried fruit and vegetable costs have been going up since April, and on December 15 reached their highest level for the period since 1930.

and Supplies

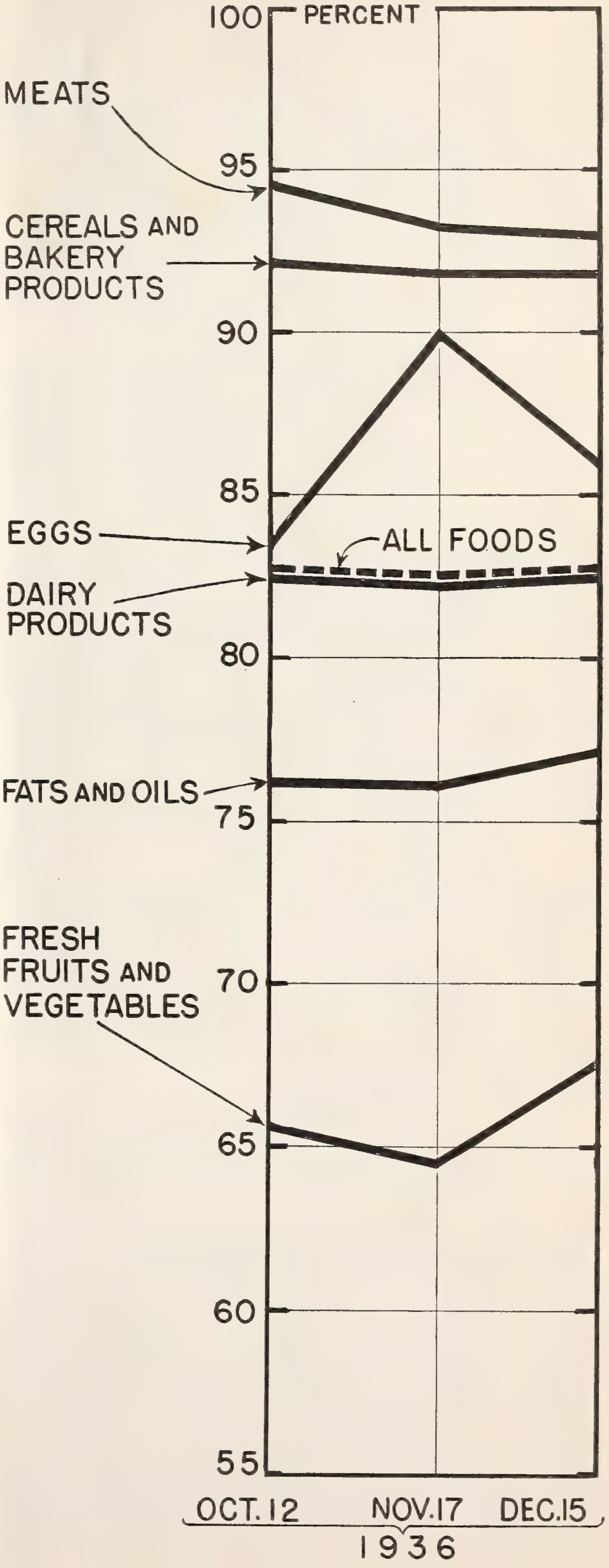
COMPARED with a year ago, fruits and vegetables were up 12 percent, and eggs and dairy products, respectively, were 7 and 5 percent higher. Meats and sugars and sweets were 4 percent lower, and fats and oils down 6 percent.

FRESH EGG SUPPLIES increased during December and should continue expanding until peak egg production is reached in April or May. This seasonal increase in egg production and decline in prices is not expected to be as large as usual because of high feed costs and the slow recovery of midwestern farm flocks from the effects of the drought. Sharp increases in egg prices often occur during the first quarter of the year when the weather becomes unusually cold. These changes, however, are of short duration, since egg production, and deliveries to packing plants resume their upward trend as soon as weather conditions improve. Because of low cold-storage egg stocks, periods of severe winter weather this year probably will result in sharper than usual temporary price advances. During the 4-week period retail egg prices dropped 2.2 cents to 44.7 cents per dozen, marking the first retail price decline since April.

GREEN VEGETABLE SUPPLIES usually increase monthly from January through the summer months. Earliest vegetable production occurs in the southern States and California. As weather conditions improve production expands to the northern States and in the summer local truck gardens furnish the bulk of supplies. Prices usually decline as production moves northward because supplies are larger and travel shorter distances to arrive at markets. At present early cabbage, spinach, snap beans, and cauliflower are moving to market in volume. Weather conditions up to the first of the year in the early producing States were favorable for crop production. In the absence of freezes or heavy rains production of most early crops may be expected to exceed last year's supplies because of a larger planted acreage. Prices may be about the same as a year ago, however, due to increased consumer incomes.

LETTUCE was the only vegetable to decline in price during the 4-week period, moving

A CLOSE UP OF FOOD COST CHANGES 1923~1925 =100



down about one-half cent a head. Celery and snap beans registered the major increases, advancing about 1 cent. Retail prices of cabbage, spinach, and sweetpotatoes jumped about one-half cent a pound while onions and potatoes were about a quarter of a cent per pound higher. Outlook is for a downward price movement of most vegetables except sweetpotatoes, onions, and potatoes. Onion and potato prices should increase until supplies from new crops arrive in volume in April. Seasonal increase in potato prices will be larger than usual due to an extremely small late potato crop. Increase in onion prices probably will be small due to a record late onion crop.

LARGEST GRAPEFRUIT and tangerine and second largest orange and lemon crops on record are forecast for 1936-37. Consequently prices of all citrus products should continue lower than a year ago. The seasonal price increase which usually begins in late January should not be as marked as in other years unless the freeze which damaged the California crop on January 9 sharply reduced the size of the crop. About 60 percent of yearly orange supplies come from California with most of the remainder from Florida. Florida oranges move in largest volume from November through March reaching their peak in December and then declining until the season closes in June. California oranges are available all year round with heaviest movement from March to July.

GRAPEFRUIT SHIPMENTS through December were about 40 percent heavier than a year ago. Grapefruit supplies usually are heaviest from January through March and the industry anticipates even heavier shipments this year during this period. Peak in tangerine supplies usually occurs during December, but supplies are large in January and February.

RETAIL ORANGE and lemon prices dropped sharply during the 4-week period because of the record size crops. Oranges went down 4.5 cents a dozen while lemons were about 2 cents a dozen cheaper. Lemon prices reached their low level for 1936, and on December 15 were 16 percent below retail prices a year ago. During the past 2 months orange prices have gone down almost 10 cents a dozen and on December 15 were 7 percent below a year ago.

JANUARY MEAT SUPPLIES are expected to be smaller than the relatively heavy December slaughter, and meat prices may be expected to advance. Decrease in supplies probably will not be the same for all meat animals, because a sharp decline is in prospect for hogs while lamb may exhibit some slight increase. During December federally inspected slaughter of lamb and hogs was the largest for this month since 1931, while cattle slaughter was the largest for December since 1918. Compared with previous Decembers, calf slaughter was the largest, lamb slaughter the second largest, and cattle slaughter the third largest on record.

RETAIL BEEF PRICES moved upward during the 4-week period, reflecting advancing cattle prices. Rib roast and round steak went up 0.3 cent per pound while sirloin steak jumped 0.4 cent per pound to its highest level for the year. On December 15 steak prices were about 2 percent higher than a year ago while roasts were 2 percent lower. Supplies of better grade cattle have been declining and after the first of the year are expected to be below average. Outlook is for further advances in beef prices during the winter.

PORK CHOP PRICES to consumers dropped 0.3 cent per pound, but prices of all other fresh or cured items registered slight declines or remained unchanged during the 4-week period. Price changes were very small compared to the previous period when fresh cuts declined 4 cents per pound and smoked cuts about 1 cent per pound. Low point in retail pork prices appears to have been reached and price increases are now in prospect. No downward price movement is expected until late March or April, at which time prices probably will go down for a short period as pigs from the fall pig crop arrive at market. On December 15 fresh pork prices were 9 percent below a year ago while bacon and whole ham were 10 percent and 7 percent lower.

RETAIL LAMB PRICES registered sharp declines for the third monthly period in succession. Leg of lamb moved down 1.6 cents, rib chops 1.1 cents, and chuck and breast of lamb over one-half cent per pound during the 4-week period. These changes carried lamb prices to the lowest point reached this year and on December 15 lamb was retailing at from 6 to 10 percent below prices a year ago. Live lamb prices at Chicago moved up during the last half of December so that moderate retail price increases may be expected in January. In late winter and spring when beef and pork supplies are sharply reduced lamb prices are expected to register larger increases.

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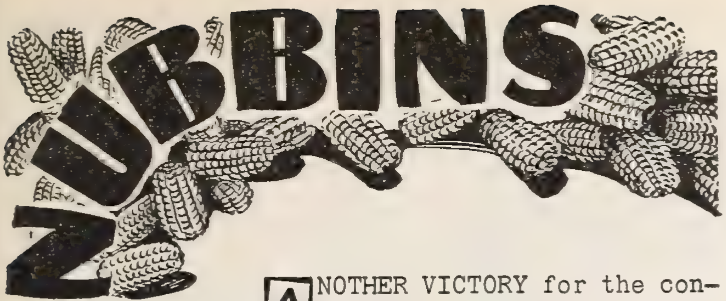

ANOTHER VICTORY for the consumer interest has been chalked up by the Consumers' Counsel of the National Bituminous Coal Commission. Set up by the "Guffey Coal Bill", this new agency described in the CONSUMERS' GUIDE of November 2, has been defending the interest of the coal consumer in questions affecting the price of soft coal.

CONSUMERS' COUNSEL, with the Coal Commission and other interested parties, brought evidence in hearings before the Interstate Commerce Commission opposing the petition of Class I railroads for further extension of existing emergency freight rate surcharges on bituminous coal. Taking all costs into consideration including those of fair wages and working conditions for railroad labor, Consumers' Counsel held that the need for these surcharges had passed and that they "constitute an excessive and unreasonable burden upon consumers and upon an already depressed industry." Consumers and organizations from all parts of the country added their voice in protest against the extension of the surcharges.

ON DECEMBER 6 the Interstate Commerce Commission denied the petition of the railroads. Beginning with the first of the year, the savings in carload transportation charges on bituminous coal will amount to about 2½ million dollars a month.

PERMANENT freight rate increases amounting perhaps to 50 million dollars a year on bituminous coal are now demanded by the railroads. First hearings on this reopened case began in Washington on January 6. Other hearings will be held in other parts of the country. Consumers' Counsel, with the NBCC, is opposing these proposed rate increases. Interested consumers can also present their views to the Interstate Commerce Commission.

FOR MANY YEARS it has been known that the major part of the consumer's dollar spent for fruits and vegetables goes to pay the distribution costs from the farm to the consumer. One of the greatest possibilities for reducing these costs appears to be the improvement of wholesale and jobbing markets of the larger cities.

THAT is the springboard for a recent report on a study of the Philadelphia market published by the Bureau of Agricultural Economics of the Department of Agriculture. With the full cooperation of the growers and members of the trade in the Philadelphia area, the study was made by that Bureau and the New Jersey College of Agriculture and the Pennsylvania State College. It adds another chapter to the facts on which must be based any plans for cutting the distance between the producer and consumer of farm products. An earlier chapter on research in New York City markets appeared in the GUIDE of July 27.

INVESTIGATORS of the Philadelphia market situation watched operations at all hours, clocked transactions, checked traffic conditions, asked questions, interviewed personally the people doing business in the five markets. Hundreds of pages of data were collected from growers, members of the trade in the city, out-of-town buyers, retailers, chain stores, and other sources. From this mass of information, the agencies analyzed the problems, agreed on the main points of difficulty, suggested means of correction. They did not attempt to plan a perfect set-up for providing consumers with fruit and vegetables. What they did was to prescribe, on the basis of the existing system of business in the district, the practical and feasible methods of solving the most pressing immediate problems without too seriously encroaching on the present interest of each party concerned in market business: Farmer, shipper, buyer, wholesaler, jobber, property owner, tenant, and consumer.

FIRST MAIN WEAKNESS in the Philadelphia situation, as analyzed by the study, is that the arrangement of facilities has not kept in step with changes in the marketing situation. Motor truck shipments, for instance, have sharply increased while rail receipts have gone down. The chaotically crowded condition of the markets where trucked produce is handled has obscured the vital fact that the total of both kinds of business done in the Philadelphia market has been trending downward for the last few years.

CONGESTION, which tends to crowd trade out of the area, is largely due to the fact that large-scale buyers must buy carloads that come by rail at one place and trucked shipments at a place 3 miles across a crowded city, and that this large-scale buying of trucked produce must be done elbow to elbow with the small-scale buyers in the only markets where trucked produce is handled.

TIME considerations add to the troubles of the buyer who wants to cover the Philadelphia market. Not only does he suffer traffic delay in crossing the city and in making his transactions, but the various markets in which he wants to do his business operate at oddly assorted hours. A buyer from Scranton, for instance, arrives at the Dock Street Market to buy trucked produce about 9 o'clock of a summer night. When he is through, he must wait till 5 in the morning to buy produce that has come by rail to a terminal market. Then he must twiddle his thumbs until 9, the opening hour of the auction market of citrus fruits, which may go on till noon. The result is that if a large buyer is to get a complete line of fruits and vegetables in the Philadelphia market in the summer months he must stay in the markets from about 9 in the evening till nearly noon the next day, or he must have someone else do part of his buying. He must send part of his purchase away in one lot and the rest at another time or else the produce gets a head start in its deterioration.

THE BUYER is not the only one to suffer, for wholesalers too must operate at several different spots, workers must work long hours under unsatisfactory conditions, and everybody suffers from the confusion in the markets where various types of business are being done at once in quarters inadequate for the purpose.

MAIN SUGGESTION of the agencies making the study is to provide facilities for handling all large quantity buying in one market on a site convenient for both rail and truck arrival. Other suggestions have to do with better adjustment of hours of operation, better handling of traffic, more accurate market information services, and the correction of unethical trade practices by such means as the use of standards and grades in assuring honest values.

CONSUMERS would benefit from the improvements outlined, since all of them would result in savings and so would make it possible to bring the food at less cost, in less time, priced more fairly, and in better condition, from farmer to consumer.

DETAILS of the study are available to interested consumers. Write your request for the report titled "The Philadelphia Wholesale Fruit and Vegetable Market" to the Bureau of Agricultural Economics, Department of Agriculture, Washington.

AMERICANS eat more and more fruit as the years go by, according to a recent report from the Bureau of Agricultural Economics whose job it is to keep a weather eye on demand, supply, prices, and supplies of farm products.

ESTIMATORS base this conclusion on the record of average annual production of seven major fruits during the 5 years ending with 1925, and the 5 years ending with 1935. They divided the average annual total production in these two periods by the number of people living in the country at the time. No allowance was made in these calculations for fruits imported and exported. In good and poor years these amounts represent about the same relative proportion of total production.

EACH person's yearly share of the production of seven fruits during the first 5 years of the twenties figured out to be 160 pounds. In the years 1931 through 1935 that share had gone up 8 pounds to a per capita production of 168 pounds.

CITRUS FRUIT led the increase. Per capita production of oranges, grapefruit, and lemons was 32 pounds a year in the first 5 years of the twenties. By the 5-year period 1931 through 1935, the average production per person had stepped up from 32 pounds to 48 pounds. This 48 pounds was made up of 33 pounds of oranges, 10 pounds of grapefruit, and 5 pounds of lemons. Production of pears went up a little, too, from 8 pounds to 9 pounds a year per person.

NOT ALL fruits went up between those two periods. Partly offsetting the increase in citrus and pear production was a drop in the production of apples, grapes, and the imports of bananas. The drop in apples was from 66 pounds to 59 pounds per person, and in grapes from 34 to 32 pounds. Imports of bananas fell from 22 to 20 pounds a year per person.

Cane comes in from all the countryside to keep a larger plant supplied with raw material for sirup

ON SELECTING YOUR SIRUP

[Concluded from page 9]

"light", is about 90 percent corn sirup and 10 percent sugar sirup. Darker mixtures consist of corn sirup with refiners' sirup added to give them the golden or dark color. The sugars in corn sirup do not crystallize so easily as other sugars, so both light and dark corn sirups take important places in formulas for candies, icings, and sauces. Next issue of the CONSUMERS' GUIDE will continue the story of American sirups, with maple sirup and honey in the headlines.

★ ★ ★

CONSUMERS LOOK AT COMPETITION

[Concluded from page 15]

way down the line of production and distribution goods are passed along in transactions where purchasers know what they are buying, why they are buying it, and why they pay the price they pay. Doubtless not all is perfectly wise in the buying that precedes the retail sale, but only in the final purchase by the consumer is full rein given to the exploitation of ignorance, indifference, and bewildered complacency.

SOME TIME will doubtless elapse before consumers have graduated from the study of goods as such to the study of trade practices and business customs which make goods what they are. By that time it may have come to be generally recognized that higher actual standards of material wellbeing can be achieved only through a continually expanding volume of goods and services produced, distributed, and consumed.

YOUR FOOD COSTS AND SUPPLIES

[Concluded from page 18]

FRESH DRESSED POULTRY receipts during January are expected to register more than seasonal declines due to early marketing of poultry this season because of the drought. Peak in supplies and low point in poultry prices usually is reached in December. Prices then advance until marketings from the 1937 hatchings are available in May. Advance in prices this year, however, probably will be smaller than usual due to record size cold-storage holdings of poultry. From mid-November to mid-December, retail poultry prices went down 0.7 cent to 29.1 cents per pound.

FIRST STRAWBERRIES of the season arrived at market in December. Strawberry supplies during January usually are very light but in February they increase sharply, with peak movement in May. Acreage planted to strawberries this year is slightly larger than last year's harvested acreage.

CONSUMERS' BOOKSHELF

[Continued from page 11]

use milk and its products. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

WHAT EVERY PERSON SHOULD KNOW ABOUT MILK, by Leslie C. Frank. U. S. Public Health Service. December 14, 1936. 4 pp. Treats of the food value of milk, methods of safeguarding it from transmitting disease, and advice to consumers on how they can be certain that their milk has been thus safeguarded. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

OUTLINE OF MILK, issued by Consumers' Division, National Emergency Council. November 1934. 13 pp., mimeographed. Deals with the organization of milk services, prices, standards, and consumption. Address: Consumers' Project, Department of Labor, Washington, D. C. Free.

KNOWING AND USING EGGS, by Osee Hughes and R. E. Cray. December 1934. 20 pp., illustrated. No. 157. Deals with the internal and external characteristics of eggs, cold-storage eggs, fundamental principles of egg cookery, egg recipes, and a table of useful information about eggs. Address: Extension Service, Ohio State University, Columbus, Ohio.

AN EGG A DAY, by Daisy Purdy. 1935. 8 pp., illustrated. Circular No. 319, General Series 94. Contains a section on the composition and nutritional value of eggs. The greater part of the bulletin is devoted to recipes featuring eggs. Address: Extension Service, Oklahoma State College, Stillwater, Okla.

EGGS AT ANY MEAL, by Lucy M. Alexander and Fanny W. Yeatman. U. S. Department of Agriculture, Bureau of Home Economics. 1929—revised April 1931. 8 pp., illustrated. Leaflet No. 39. A handbook on the preparation of eggs. Contains recipes under the following headings: Favorite combinations, omelets, souffles, fruit whips, custards. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

COMMERCIAL CUTS OF MEAT, by W. C. Davis of U. S. Department of Agriculture, Bureau of Agricultural Economics. December 1924. 10 pp., illustrated. Circular 300. Contains a description of wholesale and retail cuts of meat. There are four charts illustrating these cuts for beef, veal, lamb, and fresh pork. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

SELECTION AND USE OF PORK CUTS, by Alice M. Childs. December 1935. 19 pp., illustrated. Special Bulletin 173. Supersedes Bulletin 254. Also contains a number of recipes featuring pork. Address: Extension Service, University of Minnesota, St. Paul, Minn.

SELECTION AND USE OF BACON, by Alice M. Childs. June 1935. 8 pp., illustrated. Special Bulletin 172. Supersedes Bulletin 232. Contains a number of recipes featuring bacon. Address: Extension Service, University of Minnesota, St. Paul, Minn.

MEAT DISHES AT LOW COST, prepared by Foods and Nutrition Division, U. S. Bureau of Home Economics. November 1934. 14 pp., illustrated. Miscellaneous Publication No. 216. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

COOKING CURED PORK, by Lucy M. Alexander and Fanny W. Yeatman. U. S. Department of Agriculture, Bureau of Home Economics. 1931. 8 pp., illustrated. Leaflet No. 81. Address: U. S. Superintendent of Documents, Washington D. C. 5 cents.

PORK IN PREFERRED WAYS, by Lucy M. Alexander and Fanny W. Yeatman. U. S. Department of Agriculture, Bureau of Home Economics. August 1929. 8 pp., illustrated. Leaflet No. 45. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

LAMB AS YOU LIKE IT, by Lucy M. Alexander and Fanny W. Yeatman. U. S. Department of Agriculture, Bureau of Home Economics. June 1928—revised November 1930. 8 pp., illustrated. Leaflet No. 28. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

COOKING BEEF ACCORDING TO THE CUT, by Lucy M. Alexander and Fanny W. Yeatman. U. S. Department of Agriculture, Bureau of Home Economics. November 1927—revised October 1928. 8 pp., illustrated. Leaflet No. 17. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

HINTS FOR USING HONEY, by Roberta Hershey. November 1935. 16 pp. Extension Bulletin 150. Deals primarily with recipes featuring honey. Address: Extension Division, Michigan State College, East Lansing, Mich.

HONEY AND SOME OF ITS USES, by Elizabeth Whiteman and Fanny W. Yeatman. U. S. Department of Agriculture, Bureau of Home Economics. January 1936. 8 pp. Leaflet No. 113. Discusses food value of honey and gives recipes for using honey in cooking. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

COOKING AMERICAN VARIETIES OF RICE, by Mabel C. Steinbarger. U. S. Department of Agriculture, Bureau of Home Economics. May 1935. 8 pp., illustrated. Leaflet No. 112. "A handbook on the preparation of rice. Contains many recipes featuring rice." Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

BUY CEREALS WISELY, by Susan Wilder. November 1935. 15 pp., illustrated. Extension Circular 352. Contains a discussion of planning before buying; a section on package buying which includes a table on the weight and cost of 29 breakfast foods, by brand name; sections on the purchasing of flour, bread, and crackers. Also contains a number of time-saving recipes. Address: Extension Service, South Dakota State College of Agriculture and Mechanic Arts, Brookings, S. Dak.

PRACTICAL FISH COOKERY, by Agnes I. Webster and W. T. Conn. U. S. Bureau of Fisheries. 1935. 26 pp. Fishery Circular No. 19. Contains sections on the purchasing and food value of fish and shellfish. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

CANNED SALMON: PINK AND CHUM, by Henry O'Malley. U. S. Department of Commerce, Bureau of Fisheries. Revised April 1926. 7 pp. Economic Circular No. 48. Includes 44 recipes. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

Children's Food

FOOD FOR CHILDREN, by Rowena S. Carpenter and Helen N. Hann. U. S. Department of Agriculture, Bureau of Home Economics. September 1931. 22 pp., illustrated. Farmers' Bulletin No. 1674. Treats of relation of food to good nutrition, foods that meet the body needs, menus, recipes, and pointers for parents. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

MENUS AND RECIPES FOR SCHOOL LUNCHES, by Rowena Carpenter, Helen Hann, and Fanny Yeatman. October 1936. 25 pp. Department of Agriculture Miscl. Pub. No. 246. Manual for the manager of the school lunchroom. Gives a large number of recipes based on servings for 50 pupils. Address: U. S. Superintendent of Documents, Washington, D. C. 10 cents.

WHO GETS THE NATIONAL INCOME?

[Concluded from page 6]

18 percent; transportation, 14 percent; trade, 12 percent; finance, 10 percent; miscellaneous, 9 percent; and communication, 7 percent. Dollars paid out as income by the electric light, power and gas group increased less than 1 percent over its low point reached in 1934.

THE CONSTRUCTION industry has further to go on the road back to 1929 than any other major industrial group. In the 2 years, 1933 to 1935, the construction industry regained 13 percent of the ground lost between 1929 and 1933 as against an average gain of 26 percent for all industrial groups.

STUDY QUESTIONS FOR THIS ISSUE

1. What did the depression years do to the income paid out to workers?
2. How much has this income increased since 1933?
3. How much has income paid out to capital increased since 1933?
4. What does the date on a milk bottle cap mean?
5. What precautions should consumers take in using canned food?
6. Is sorghum the same as molasses?
7. What is the difference between cane sirup and sugar sirup?
8. Why is corn sirup useful in cooking?
9. What two different effects can competition in business have on goods offered to consumers?
10. What are some services which business offers you now which you would be glad to do without if that would reduce the cost of goods?
11. How did the Consumers' Counsel of the National Bituminous Coal Commission help to save money for consumers of coal?
12. Where does the biggest part of consumers' fruit and vegetable dollars go?

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

Issued by the CONSUMERS' COUNSEL of the
AGRICULTURAL ADJUSTMENT ADMINISTRATION
in cooperation with the
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BUREAU OF LABOR STATISTICS
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FEB 1

Under The Round Purple Stamp

A FEW DAYS after the AAA announced, on January 16, it was going to market to buy some eggs, this letter reached us from a Pennsylvania consumer:

"I READ you have already started buying up eggs to raise the price", wrote this consumer. "Now, I wonder if you realize that . . . there are literally millions of half-nourished children and mothers in this country who need at least one egg a day in their diet? Is the Government going to take it away from them by forcing prices up?"

WE SHARE our answer with our readers since many other consumers may wish to know if farmers are the only group the AAA considered when it initiated its egg-buying program, on which it spent nearly $300,000 during January.

FIRST of all, let it be made clear that the eggs purchased by the Government were given to the needy, not taken away from the needy. But let us go back and see what train of events led up to the Government's egg-buying operations.

OUR ANSWER to our Pennsylvania consumer starts with the weather. Egg production usually starts increasing slightly in November and steps up steadily until the spring. Severe weather can check this normal increase; mild weather can greatly speed it up. Mild weather this December did speed up egg laying at a great rate. By January 1, 100 average hens in the average farm flock were laying 22 eggs a day, 3 more than a year ago, and the largest number on record for this date. This greatly increased the supply of eggs coming to market, and increased it more than the supply is normally increased after December.

BIGGER supplies of eggs usually bring down prices. Due to this sudden influx of more eggs than usual, farmers' prices started dropping much more than they usually do at this time of year. Wholesale prices, too, fell. But while these prices were taking a tumble, retail prices moved downward only slightly. The result was that in the first week of January, on the New York market—the biggest in the country—the spread between the retail and the wholesale prices of best white eggs was 20 cents a dozen, the largest wholesale-retail spread on record for that market.

THIS situation hurt both consumers and farmers. Consumers could not take advantage of the extra supplies of eggs coming to market because the price stayed high. Farmers were hit doubly hard by the low prices they were receiving. Against the money they could make by selling their eggs was the high (1936 drought-raised) cost of the feedstuffs they had to buy for their hens. Four and a quarter dozen eggs would buy 100 pounds of poultry ration in the first week of January in average years. It required about 7 dozen eggs to buy this amount of poultry ration in the first week of January, 1937.

WHEN a two-way squeeze like this occurs, farmers are discouraged from maintaining or increasing their farm flocks and egg production. Coming just at this time of year, such a squeeze augurs ill for consumers because hatching time is nearly here. Chickens hatched this spring produce the eggs consumers buy next fall and winter. If farm prices were to continue to tumble, hatchings would be smaller than usual and consumers would pay dearly for it in much higher egg and poultry prices later this year.

PRICES changed but little during the second week of January. The margin between wholesale and retail prices narrowed slightly, but still remained high.

THREE THINGS then happened. New York City's alert Department of Markets, which boasts a Consumers' Service Division, called upon retailers to adjust their egg prices in line with wholesale prices. Consumers' Counsel, Donald E. Montgomery, of the AAA, released a statement to the press.

"CONSUMERS are not getting the full benefit of the seasonal drop in farm and wholesale egg prices", he said. "The margin between wholesale and retail prices at New York has been running for the past few weeks at higher figures than at any time in the last 6 years."

A FEDERAL egg-purchase program was announced by the AAA. Its purpose was only immediately to protect farmers' prices; ultimately it was to help farmers stay in the business of supplying normal quantities of eggs. Egg buying was an emergency measure, made possible by section 32 of the Agricultural Adjustment Act, which makes available to the AAA 30 percent of the customs receipts for the agricultural program.

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UNDER the ROUND PURPLE STAMP

Careful meat consumers look for the Government's mark of sanitary inspection and approval on all the meat they buy.

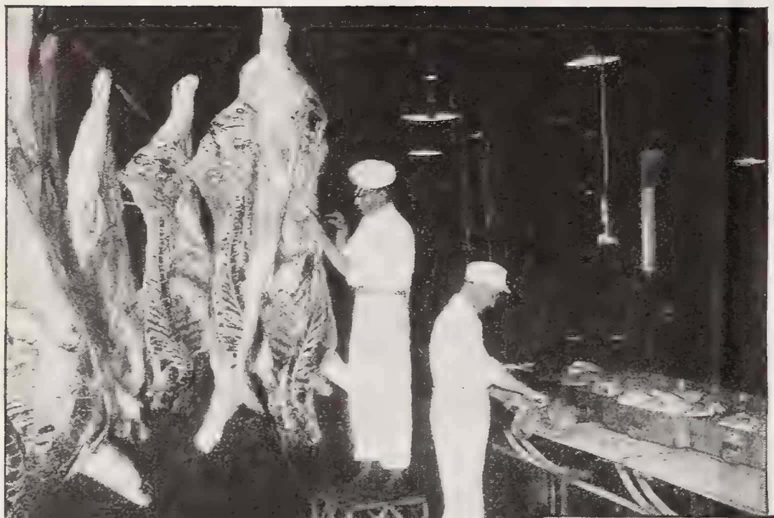
HOUSEWIVES don't take courses in veterinary medicine to fit themselves for selecting safe meat for their families. But that is the equipment they would need if they had to rely on their own judgment in purchasing wholesome meat. Not only that, but they'd have to start their inspection way back behind the scenes, long before the meat gets to their butcher shop.

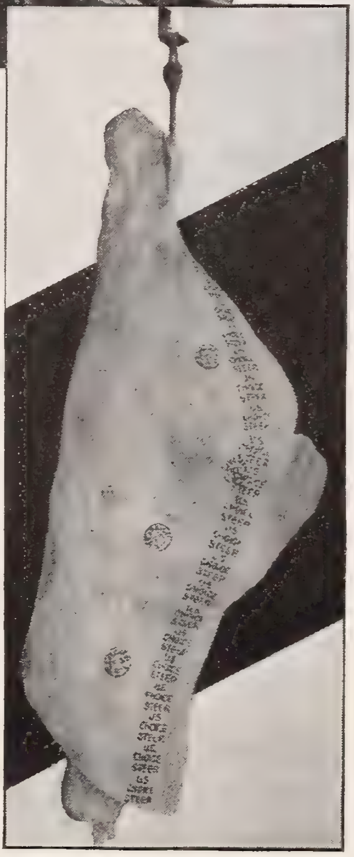
PRACTICAL buying experience is no help in detecting the parasites and infection-carrying bacteria that make meat unfit for food. And luck is a capricious lifeguard against diseased meat and meat foods. Much safer is the purple stamp "U. S. INSP'D & P'S'D" on your cut of meat, and on canned meat products "U. S. INSPECTED AND PASSED BY THE DEPARTMENT OF AGRICULTURE."

THESE LEGENDS tell the meat consumer that the product was prepared under sanitary conditions supervised by a Federal inspector especially trained for this work. The customary stamp on fresh meat is round in design, but the legend may vary in shape on meats put up in boxes or paper, but it contains the information "U. S. INSPECTED AND PASSED", or an abbreviation of those words. The nature of some types of meat such as specialties like sweetbreads makes stamping or tagging difficult, but the carton or box in which they are shipped bears the Government stamp. Most butchers handling inspected meat are proud to display the label. When it cannot be read on the product itself, he will undoubtedly show on request the large stamped container which he bought from his wholesale house or direct from the packer.

ALL MEAT slaughtered in plants which sell in interstate commerce is subject to this Federal meat inspection. Farmers and retail dealers under certain conditions are the only meat shippers who are exempt from this law. Congress, in passing the statute, specifically made the exception in their case. They simply use a certificate showing their right to exemption under the law, and their meat may go on its way to another State.

IF YOU BUY a leg of lamb, for instance, on which there is no mark at all, you may take it





In the post-mortem inspection, Government inspectors carefully examine the entire carcass and the organs of each animal. . . The round stamp on the quarter of beef below assures consumers that the meat is safe to eat; the ribbon stamp is a mark of quality.

for granted that the animal was killed and dressed by the butcher himself, or by a local farmer from whom he buys his meats, or that he has purchased it from a packing house which does trade only within the borders of your State.

SOME STATES and towns have their own system of inspection for meats prepared and sold within their confines. Their stamps vary in design and shape. Like the United States legend, they are conspicuous in color so that they may be seen easily and are made of harmless and edible materials.

THE FEDERAL Meat Inspection Service encourages each State to make its own regulations based on those governing interstate and export trade, which for more than 30 years have been both effective and thorough. But the effectiveness of local regulations depends on whether they receive proper and capable enforcement.

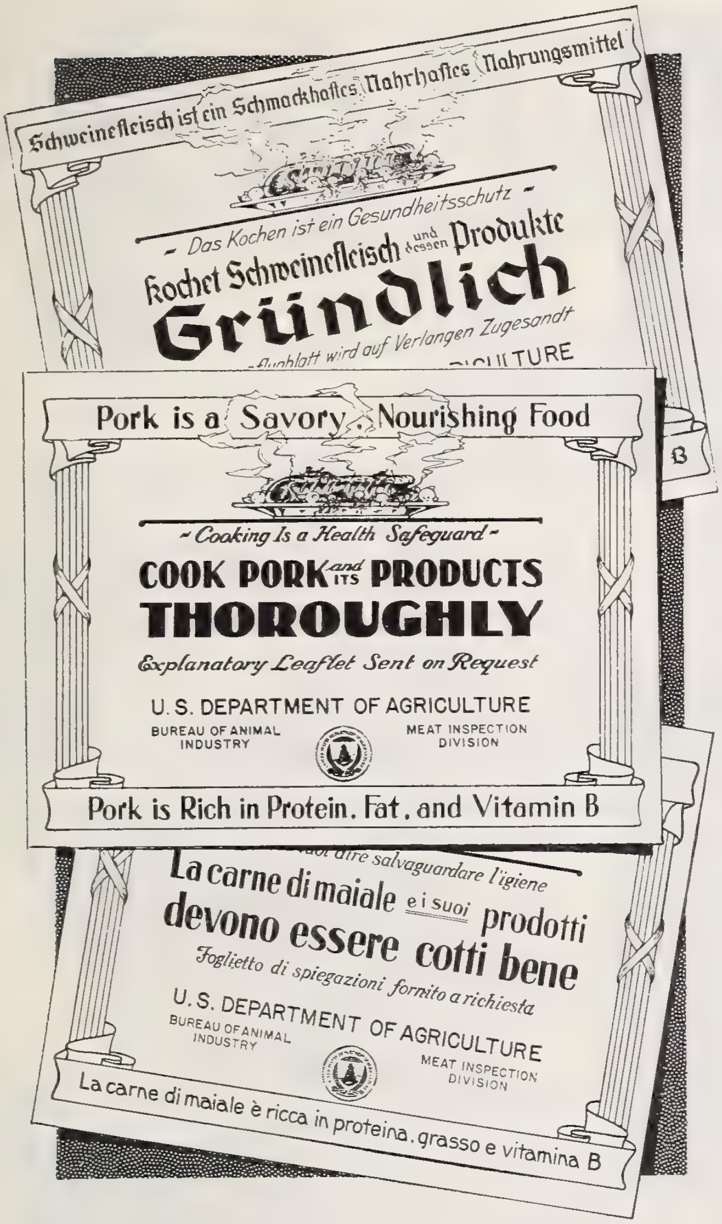
DO NOT make the mistake of thinking that all meat and meat foods are Government inspected. Not long ago one of our readers wrote to us: "My dinner partner last evening happened to be a sausage maker. He told me that of some 40 sausage-making plants in my city only 3 were Government inspected; that even the local sausage plants of some of the large packers were not Government inspected. This was certainly a revelation to me, and afterward I found that the rest of the people were as much astonished as I." This reader's city is not an isolated example but represents a typical situation.

DO NOT assume that your city has some system of meat inspection. If you find it has one, do not even then assume that it is adequate to the job. Investigate conditions. If you find that there are no regulations on meats sold in your municipality or that the standards of local inspection are lax, you as a citizen have an obligation to insist that something be done about it.

FOR 46 YEARS the Government has recognized the importance of strict inspection of meats prepared for the consumer. Initial agitation for Federal inspection was for commercial rather than hygienic reasons. American packers and livestock farmers wishing to sell to foreign countries discovered that their products were not acceptable unless they were certified as to their wholesomeness.

FIRST Federal meat inspection law was passed in 1890. It made no effective provision for meat sold in this country. The following year Congress passed a new bill, wider in scope. In 1895, further legislation regulated the disposal of diseased livestock and contaminated meat. Inspection soon proved to be beneficial not only to the meat industry, which rapidly expanded its markets, but to public welfare as well.

CONSUMERS in 1906 appreciated what the Government was doing but clamored for a more thorough inspection. Strong public feeling, developed from many sources, was translated the same year into a strict law known as the Meat Inspection Act, which with amendments


Schweinefleiſch iſt ein Schmackhaftes Nahrhaftes Nahrungsmittel
- Das Kochen ist ein Gesundheitsschutz -
Kochet Schweinefleiſch und deſſen Produkte
Gründlich
ugblatt wird auf Verlangen Zugesandt
CULTURE
Pork is a Savory Nourishing Food
- Cooking Is a Health Safeguard -
COOK PORK and ITS PRODUCTS
THOROUGHLY
Explanatory Leaflet Sent on Request
U. S. DEPARTMENT OF AGRICULTURE
BUREAU OF ANIMAL INDUSTRY
MEAT INSPECTION DIVISION
Pork is Rich in Protein, Fat, and Vitamin B
B
uol dire salvaguardare l'igiene
La carne di maiale e i suoi prodotti
devono essere cotti bene
Foglietto di spiegazioni fornito a richiesta
U. S. DEPARTMENT OF AGRICULTURE
BUREAU OF ANIMAL INDUSTRY
MEAT INSPECTION DIVISION
La carne di maiale è ricca in proteina, grasso e vitamina B
B

Posters in several languages, provided by the Government's Bureau of Animal Industry to the meat industry for distribution in packages or in shop, caution consumers to cook pork thoroughly.

is still in force. Hygienic buildings and sanitary methods received special emphasis.

TODAY, the Federal meat service of the United States, both in the scope of its inspection and the integrity with which inspection is done, is recognized as one of the finest in the world.

PURPOSE of the Federal Meat Inspection Act is: "(a) to detect and destroy diseased and unfit meat, (b) to require that the preparation and handling of food composed wholly or in part of meat be conducted in a clean and sanitary manner, (c) to prevent the use in meat foods of harmful substances, (d) to require the application of the marks of inspection to inspected products, and (e) to prevent false and deceptive labeling or marking or misleading statements in connection with meat foods forwarded from inspected establishments."

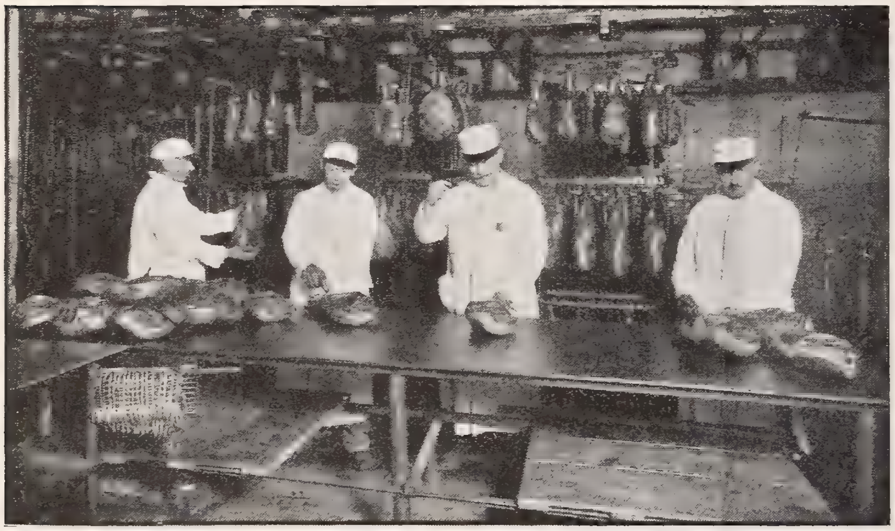
THIS SERVICE to the consumer is paid for entirely by the United States Government. Enforcement of inspection laws rests with the Secretary of Agriculture; its administration with the Bureau of Animal Industry which has as one of its 12 scientific branches, the Meat Inspection Division employing from 2,400 to 2,500 people, who are appointed through Civil Service.

BEFORE Federal inspection is granted at a packing house, its building plans must be approved by a Government expert to see that they measure up to sanitary regulations. All plants must have separate departments for the handling of edible and inedible products. Adequate natural and artificial light, good drainage, hot water, facilities for washing arms and hands and for disinfecting knives, means for exterminating vermin, are some of the essential requirements.

AFTER an establishment measures up to all qualifications it is granted inspection by the Secretary of Agriculture. As many Federal inspectors as necessary are sent to supervise meat preparation. These men receive no remuneration from the packing house where they do their work. They are public servants directly responsible to the Government. Their decision as to the wholesomeness of a side of beef is based on scientific facts.

TWO TYPES of inspectors work in packing plants: Veterinarians who have a degree from an accredited veterinary college, and lay inspectors who have had adequate schooling and practical experience in handling livestock and meat. Their work is hard and its requirements and dangers are many-sided. The meat inspector must have irreproachable integrity in his relations with the meat industry. He must also be able to withstand the cold and dampness of the packing house and the hazards of constant contact both with disease and with the tools of the trade.

All ingredients as well as each step in preparing sausage are given sanitary inspection before the Federal stamp can go on the finished product.



Meat which is processed is inspected several times. To win the round stamp both methods of curing ham and the finished product must be approved by the Department of Agriculture.

EVERY POUND of Federally stamped meat, before it reaches the shipping room, gets an O. K. not once but several times. First inspection is on live animals. Animals obviously suffering from a serious ailment are marked "U. S. Condemned" and are destroyed at once. Those about which there is uncertainty are tagged "U. S. Suspect", are segregated from the healthy animals, and are held for further observation or separate slaughter.

SECOND INSPECTION, known as post-mortem inspection, takes place in the slaughtering room. A Federal inspector is on the spot as every animal is killed and dressed. As soon as it is killed and eviscerated, he examines the vital organs, such as the lungs and liver to see that they are healthy, and cuts deep into various muscles to make sure they are free from cysts producing tapeworm. He carefully examines the glands and goes over the entire carcass. If there is any doubt as to its wholesomeness, the inspector marks it "U. S. Retained", and holds it for a later and more exact investigation in which he will decide whether to condemn all or only part of it.

NO DANGER that condemned meat will be sold as food from any establishment under supervision of the Government need worry consumers. The Federal man keeps all unhealthy carcasses and parts under lock and key until the packing house destroys them for all food purposes. Sometimes they are reduced to ashes by incineration. Sometimes with the help of denaturants they are made into nonfood products like soap and fertilizer. The number of animals which were "passed" in the fiscal year 1936 was 61,758,370; the number condemned, 212,104.

DAILY ACCOUNTS—and careful ones—are kept in all plants where animals are slaughtered. These records are a great help to the Bureau of Animal Industry which is constantly working to control and eradicate animal diseases. More than 40 diseases are on record as cases for condemnation. Tuberculosis in cattle and swine, and hog cholera are the most frequent, but tuberculosis in particular is much less prevalent than it used to be. Credit for this improvement goes to the campaign of the Bureau of Animal Industry and the individual States against the disease.

ONE DANGER from which Federal inspection does not completely protect consumers is the possible presence of trichinae in some fresh pork. These tiny parasites thrive just as well in human muscles as in those of hogs, and can cause a most distressing and dangerous disease called trichinosis. Some countries where much pork is eaten raw require that imported pork must first be processed to kill the trichinae. For that reason much of our exported pork is first

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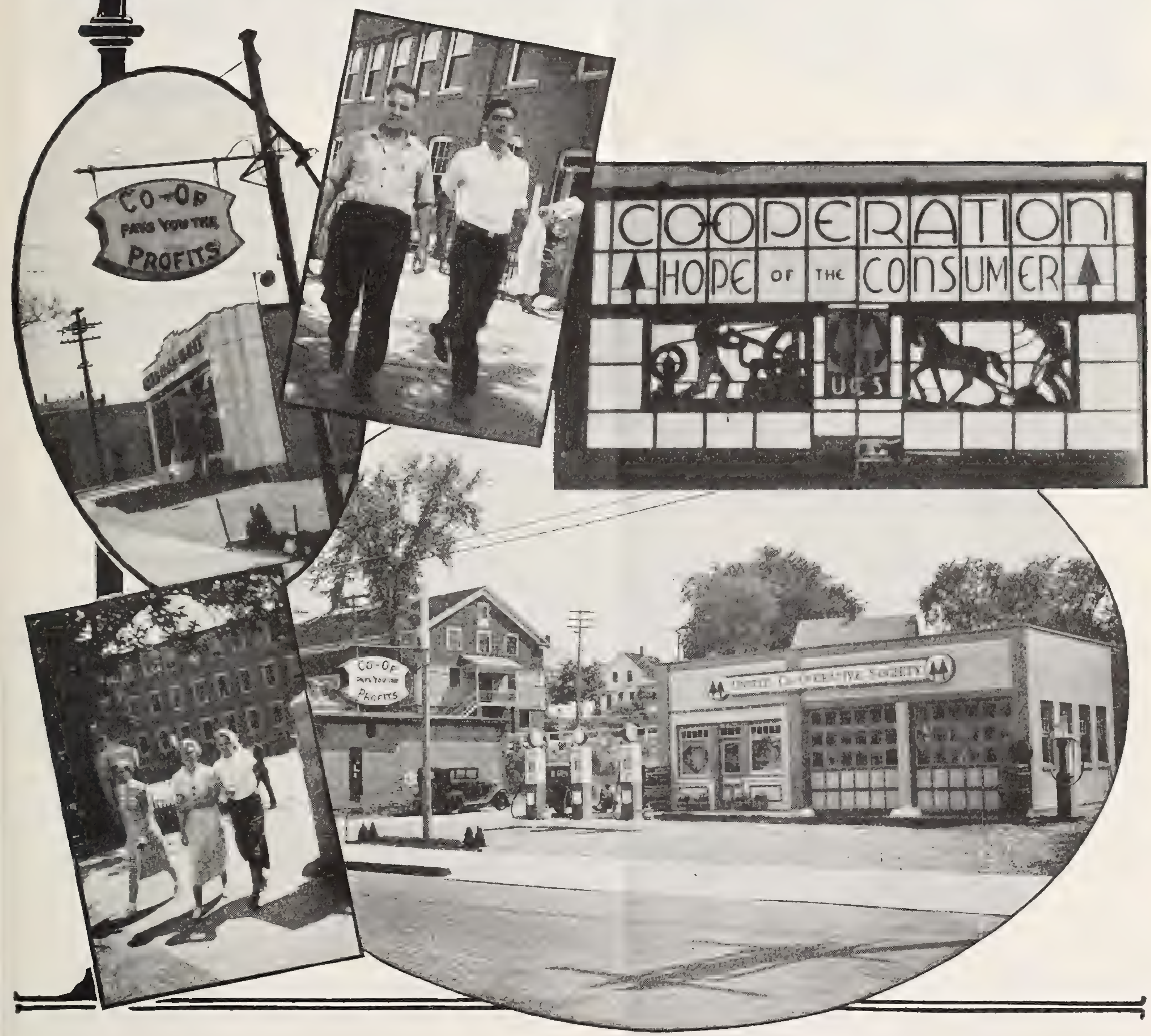
A TOWN OF COOPERATORS


CO-OP PAYS YOU THE PROFITS
COOPERATION
HOPE OF THE CONSUMER
UCS
UNITED CO-OPERATIVE SOCIETY
CO-OP PAYS YOU THE PROFITS

In Maynard, Mass., where 900 out of 1,500 families belong to cooperative societies, cooperators are doing business in many lines.

A TYPICAL New England mill town, Maynard looks as you drive through the outskirts. But arriving at the intersection leading to its heart you get a sudden new impression. For on the corner stands a modern little shop that would be quite as much at home on Fifth Avenue or the Rue de Rivoli. The letters on its shining face spell "UNITED CO-OP SOCIETY." Next door a smart filling station blazons the co-op emblem just as brightly.

TURNING into the main street we drive only a block or two before we meet cooperation in concrete form again. This time we see above the doors of one of the biggest stores "UNITED COOPERATIVE SOCIETY OF MAYNARD." In that store consumers can buy meats, groceries, vegetables, bakery products, furniture, and paints.

A TOUR through the rest of Maynard crosses the trail of other evidences of cooperation. One co-op truck delivers milk, another ice. We follow a third to home base and find the large railroad sideyard which is the headquarters of the co-op fuel and oil business.

WE COULD of course go back to the main store and get our information direct from the cooperative office. The manager would give us dates and figures that mark off Maynard co-op history. But this is a visit to see cooperators in action. The story we want is from the people who like or dislike, belong to or stay out of, use or object to, the Maynard co-op. We can check up on dates and figures later. So now we look for a place to stay.

MAYNARD is not a tourist town. It has no camps nor cottages nor swank hotels to lure the casual motorist. It is a town going about its own business. Its woolen mill stands massive on the banks of the little Assabet River rippling through the business district. Up and down, from thousands of employees in the war years to hundreds in the depression, employment at the mill is the backbone of the town's economic life. Accommodations are keyed to the needs of mill employees, not tourists. We ask around and learn the name of a mill family who might take us in, and climb to the top of the highest hill to find our host. The pretty young daughter does the honors, which is our luck for the mother and father of this house speak little but their native Finnish. The room they provide is spick and span, the yellow woodwork shining with—we learn later—cooperative varnish.

DRINKING afternoon coffee in the kitchen we talk about cooperation. Yes, of course they are cooperators: have been since the beginning in 1907. Why, the daughter works in the soda fountain of the "branch" store, which is the modern shop that introduced us to Maynard cooperation. The coffee we are drinking came from the co-op store. The cream in it was delivered by a co-op milk truck. The delicious coffee cake was baked in the co-op's own bakery. The coal for the kitchen range and the furnace, and the oil for summer cooking and the water heater, the ice in the refrigerator, the seeds and fertilizer used in the backyard garden, are all cooperative purchases. This year the house was dressed in a slick coat of white paint bought at the co-op. If they had a car, all its fueling would be done at the co-op gas station.

A COFFEE can on the clock shelf holds a growing accumulation of pink slips which stand for money spent at the co-op stores. At the year's end these stubs will go back to the co-op office and be totaled up. A certain percentage of the year's total purchase figure, how much depending on the decision of the co-op membership, will come back home in the form of a dividend check. Last year the check was for $32, which was a 4 percent dividend on the $800 this family of three spent on food and the other needs the co-op had supplied.

ONE FAMILY does not make a town. So up and down the streets of Maynard we go, paying calls. We claim only the quest of an inquiring reporter, not a thorough economic survey of all consumers in Maynard. But this report does represent forays into every type of street, calls at every type of home. In an attempt to strike the lowest and the highest income groups, we looked for slums and for houses of the rich. Neither seemed to exist in Maynard. We saw no hovels, and only one home with a garage meant for more than one car. There is a country club but its dues are modest and its membership is not drawn from one wealthy group.

BEHIND the first doorbell we ring, we find a cooperator. She is a non-Finnish housewife, has never been connected with the mill, is a member of the Home Demonstration Club organized by the Extension Service of the Department of Agriculture Experiment Station at Amherst. "I started buying at the co-op", she said, "because they kept their vegetables nice and fresh. They were first in town to use that apparatus that keeps spraying clouds of fine vapor over the vegetables. That's what started me buying there. I found everything else was good, too, so I kept on."

The cooperative's main building houses store, pasteurization plant, bakery, warehouse, and office.

The coal and fuel oil headquarters boasts its own trestle track to receive shipments.

The new "branch" does business in food and serves besides as social center for the town.

MEMBERS OF the next family were out-of-towners, just arrived. "We haven't had time to do much buying yet", they said, "but we've heard a lot, read in the Boston papers, and so on, about the new branch store. Everybody seems to be pretty proud of it so I suppose we'll buy there some."

NEXT DOOR they had praise for the dependable freshness of the co-op's butter and eggs, though they had friends in the coal and milk business and patronized them. "The bakery was the first attraction for me", said the housewife down the block. "No baked goods in town can compare with the co-op's."

A CHILLY reception met us at one house. The man of the family lounging on the front porch said, "I don't get a nickel's worth of business from Finns. I don't want to give anybody anything when they don't give me anything. I give my business to the people who deal with me." While we were talking his wife came out to call their small son to lunch. "I guess you'd better do the talking", her husband said to her. "You do all the buying. Do you get anything at the co-op?" Her smile was warm and immediate. "Why sure", she said. "I couldn't get along without my bakery stuff from the co-op. And I buy eggs and butter and sometimes meat there too. Once in a while other things. But the young man across the street is the manager of the A & P so we do most of our buying there."

ONE OTHER household gave us a sour greeting. The thin, bedraggled woman who answered our knock shook her head bitterly. "Not on your life", she said. "My husband used to be in business here, and we wouldn't think of trading with the Finns. We give our business to the people who gave it to us." This was one of the two families of those interviewed who reported making no regular purchases at the co-op.

A MOTHER in a mill family said she started buying at the cooperative because they were the first in Maynard to pasteurize milk. "I wanted what was healthy for the children", she said. "Since then I've bought a good deal of what I need from the co-op. But I buy at the corner store too. I think it's our duty to support the little man."

"I LIKE the Finns", said a hearty red-cheeked mother of a large family of strictly pioneer-Yankee stock. "I used to work in the mill. I always used to sit down and have a cup of coffee in the afternoon with the other workers. And they started me off on this business of joining the co-op. Since then I've liked doing my business there. I know the boys in the store and when I call up they always send me just what I want."

ANOTHER NON-FINNISH family found cooperative buying satisfactory because they could telephone the food order with confidence in the quality of the meat and groceries without taking time to shop for each item. Dependable quality not only in meat and bakery products but in such items as coal had kept them buying all they could cooperatively for more than 20 years.

MEAT QUALITY was mentioned more than any other merchandise lure to first purchases. Three old ladies, born of a family of first settlers in the gracious old house in which they still lived, said they were "great meat-eaters."

They had always shopped the whole town for the best cuts of meat. Trying the co-op meat they had stopped shopping around. They added other things to their marketing list and found them just as satisfactory. In accordance with the rules, their first $5 of patronage dividends went toward the purchase of one share of stock which made them full-fledged members of the cooperative. After that, they turned their dividends into more stock. They now own eight shares on which they get the annual 5 percent interest paid on stock, apart from the percentage received on total purchases.

CO-OP PURCHASERS interviewed fell into two categories: Those whose original interest was primarily in the idea and ideals of cooperation; and those who bought because they liked the merchandise the co-op had to offer.

THIS LINE of demarcation in approach to cooperative buying tended to place the Finnish and non-Finnish members on opposite sides of the fence. All the Finnish members spoke first of cooperation as a traditional philosophy for solving social and economic problems. They had brought it with them from the old country and transplanted it to Maynard where they represented the major bloc of workers in the woolen mill.

SOME NON-FINNISH cooperators belonged in the same group. One Yorkshireman who worked as a weaver in the mill described through pungent pipe smoke what his dividend check meant to him. Its value was less as cash than as a symbol representing the principles developed by other weavers in the little town of Rochdale in his own England half a century ago. He talked of the importance of these principles: Membership open to all, regardless of race, color, politics; democratic control by the majority of the membership, with one vote to each member regardless of the number of shares of stock held; fixed interest paid on shares, and profits returned to members not as investors but as purchasers; and the need for laying aside a certain amount of the profits each year for an "education" fund to teach the principles of cooperation to a steadily expanding audience. But to most non-Finnish cooperators the patronage dividend had none of these implications. It meant merely a pleasant if unimportant windfall once a year.

MOST PEOPLE who did little if any of their buying at the cooperative store gave reasons that followed certain typical patterns. One was the feeling that the cooperative, because it had been organized by a group of one nationality, represented "clannishness" in the community. Another reason was that consumers who were in business themselves in the town must distribute their trade proportionately among the merchants who dealt with them, must not be partial to any one store because they liked trading there. Others felt that the cooperative principle was a good one, but that they must also on principle support the "little man", the neighborhood grocer. Some housewives operated on several conflicting motives. One motive they could not overlook was that of getting the utmost value for their families for the money they spent. In this attempt they often bought at chain stores though they felt that their loyalty belonged to local enterprise. They felt too that they should support a worthy movement such as the cooperative represented. The result was a division of trade among all types of business. Some expressed the feeling that the cooperative would be all right if it would stick to a few lines, but it was "too greedy" when it expanded into new fields.

ROUNDING out the inquiry we looked for opinion from such bodies as banks and chambers of commerce. The secretary of the chamber of commerce turned out to be one of the leading members of the board of directors of the cooperative. The position taken by local bankers was that any organization turning $17,000 of its profits back into the channels of local commerce in a year instead of sending it to outside interests does a good job for the town.

MEANWHILE we were accumulating first-hand impressions of cooperative shopping. The branch store's soda fountain was conceded by the town to be the best place to eat. As slickly modern inside as outside, it is comfortable, hospitable, well operated. Places behind the counter are at a premium, not because of the wages involved, but because—far from placing stigma on the waitress—the job carries certain social privileges with it. In the evening, particularly during week ends, the soda fountain becomes the community gathering place. The girls, chosen from the families of cooperators apparently on the basis of beauty, health, and charm, are actually hostesses—if hard-working ones—to

Maynard's younger set. Daytimes their customers are varied. To one old lady they may talk in Finnish while they serve an ice cream cone to a member of the entirely Americanized youngest generation. Every child, no matter how small his purchase, invariably remembers to wait for his pink receipt and clutches it in a purposeful hand as he heads for home and the coffee can on the kitchen shelf.

HOSPITALITY next door at the gas station made feeding the car a pleasure, and buying a new tire less painful than usual. Guaranteed "CO-OP" tires are sold there, along with advertised brands. Around the corner, the main building owned by the cooperative houses the big store, the pasteurization plant, bakery, offices, and meeting rooms where during the war 300 people a day were fed in an emergency cooperative restaurant.

The food department of the main store grew so popular with shoppers that a branch store was built to ease the congestion.

THEORETICAL IDEALS of cooperation meant so much to some of the most active cooperators that it was hard to cut through their rainbow generalities about the goals of the movement to get the facts about this particular part of it. And the manager of the cooperative, whose feet were definitely on the ground of merchandising shrewdness, was so busy with these facts that he had little time to talk about them. But when a lull came we got the story as told in the co-op's records.

HISTORY of Maynard cooperation goes back 30 years to the day when a few millworkers put $1,600 together and sold themselves goods amounting to somewhat less than $40,000 the first year. Until 1917 the total sales never hit six figures. In 1935 they had come up to $392,719.

FIRST BUSINESS was in groceries. In 1912 the co-op bought its present main building. Two years later the bakery started operating. The milk co-op, which was then a separate organization, started that same year to pasteurize its milk, and in 1917 joined the mother organization. In 1923 the co-op started selling coal, and the sales during 1923 and 1924 were good enough to justify the investment of $14,000 in land and trestle track to bring coal direct by rail to their own yard. The restaurant filled a vital need during the booming war period of the mill town, running from 1916 to 1920. In 1920, fertilizer, seeds, and grain for farmers were added to the stock. Paints joined the procession in 1926. The first branch store was opened the same year, a soda fountain forerunner to the present fountain-and-food-store combination. Fuel oil and range oil came in 1930, and in 1933 the gas station went into operation. The new branch store was opened in April 1936. Special arrangements permit consumers to buy standard furniture and electrical equipment at advantageous prices.

DEPRESSION did not skip the Maynard co-op but its effects were not devastating and recovery was quick and sharp. Milk sales for the first 6 months of 1936 were almost a third bigger than the low half year ending December 1933. Bakery sales were up more than two-thirds in the same time, and total sales taken all together showed about the same increase. More than three times as much oil and ice were sold in the first half of 1936 as in the last half of 1933. The gas station had multiplied its sales by nine in 2 years of business.

MILK is bought from farmer-cooperators. Frequently little cash goes into the exchange as milk sales cancel out farm purchases. According to the co-op's figures, it pays higher rates for milk than the farmers can get from any other buyer in the area. Figured by the quart, the price to the farmer ranges between 6 and 7 cents. Through the first half of 1935 the co-op sold its milk at 12 cents a quart and made a healthy net profit. The price set by the Massachusetts Milk Control Board was 13 cents. The co-op showed evidence that it could supply milk to consumers at the lower price while paying an unusually high price to the farmer and still show an adequate profit, but their protest was overruled and their delivered price had to be boosted to the 13-cent level.

COMMON OBJECTIONS to cooperation in Maynard, though still repeated by many people in the town, are tending to fade. The co-op has been answering the charge of "clannishness" with drives to broaden its membership among the non-Finnish part of the population. The result is that from a beginning which was entirely Finnish the last figures showed that of the total membership of almost a thousand, more than half were not of Finnish extraction. True, the Finnish membership is still the most active part but they are working to draw the others into more active status. They spend 5 percent of the profits on "education" and this has its effect in making Maynard understand cooperation as part of itself and not an alien body.

212 NEW MEMBERS in 1935 brought the total membership up to 975 by the year's end. Figuring the town's 7,000 population as 1,500 families, the co-op was then represented in almost two-thirds of them. Of the new members who came into the co-op in 1935, 170 bought their shares with accumulated rebates and the other 42 paid cash outright.

PLANS for the future include many educational enterprises. One is a junior summer camp where the youth of the area may learn about cooperation while enjoying sport and recreation. A new pasteurization plant, housed in a better-equipped, expanded building is on the cards. The affiliated Women's Cooperative Guild boasts of selling almost the quota of shares required to start a cooperative beauty parlor.

QUALITY GRADES are promised more study in the future. The manager up to now has not given special attention to the possibilities of offering consumers grade-labeled merchandise. The goods on the shelves are not noticeably different from the range of food products sold in other stores, except for an occasional "Co-Op" label on such items as salt, coffee, preserves, rice and other cereals, and flour. With the extension of cooperative wholesaling into nearer areas, it is expected that more goods will be bought according to definite quality specifications and sold under Co-Op labels.

CONSUMERS' QUERIES AND COMMENTS

[Concluded from page 2]

PRESSURE from both ends—on the unjustifiable margin between wholesale and retail prices, by consumer representatives; on the rapidly falling farm price, from AAA—brought this change: On February 1, consumers paid for a dozen white eggs in New York 8 cents less than they had paid on January 11, and the drop in the price farmers received was definitely slowed down.

OTHER consumer gains, immediately, come from this large purchase of eggs. Thousands of families left destitute by January and February floods will get some of these eggs. By the end of January plans were made to ship between 30 and 50 carloads of eggs to flood areas for such distribution. Eggs not needed in this area will reach needy families in other sections of the country.

EMERGENCIES such as this show how such consumer agencies as the Consumers' Service Division of New York's Department of Markets can be useful. Five times a week the deputy commissioner of that department, who also heads the consumer office, goes on the air in a city-wide radio hook-up to tell consumers the facts about prices and supplies of foods. (See our feature story in the CONSUMERS' GUIDE, Oct. 29, 1934.) When the prices which consumers were being asked to pay failed to respond to the downward pressure on wholesale and farm prices, Deputy Commissioner Gannon pointed to the unjustifiable spread. Housewives became conscious of this unfair price situation. Dealers became aware of consumers' challenge, and their knowledge of it undoubtedly had something to do with the dramatic drop in retail prices.

Turkey farmers proudly exhibiting their birds to judges selecting prize winners at the Northeastern States Poultry Show recently held in New York City.

Turkey for *Un*-festive Fare

Large turkey supplies this year make possible spreading this holiday treat into ordinary days and bring prices within range of more moderate purses.

TURKEY is plentiful and cheaper than usual these days. This year's crop, estimated at 20 million turkeys, is 5 million more than last year's supply. During the first 3 weeks in January live turkey in New York was wholesaling at from 4 to 7 cents a pound below prices a year ago. Fresh killed turkeys were selling at wholesale from 5 to 7 cents under last year.

MAJORITY of turkeys you buy these next few months will be cold-storage birds. As a rule fine stock is kept for this purpose. Contrary to a too persistent superstition that cold storage takes something from the quality of the bird, experts say that freezing does not detract from the tender quality of poultry.

MUCH of the turkey supply during the next months will be Government graded. During the last fiscal year, 10 percent of the total marketed turkey crop was U. S. graded.

U. S. GRADED turkeys are sometimes individually tagged. More often the box containing several birds is stamped with the grade.

FOUR GRADES of U. S. dressed turkeys are:

U. S. Special or U. S. Grade AA
U. S. Prime or U. S. Grade A
U. S. Choice or U. S. Grade B
U. S. Commercial or U. S. Grade C

NO BIRD that is badly bruised so as to make an appreciable part of the carcass inedible and no emaciated birds can measure up to the U. S. standards for turkey. The difference in grades AA, A, B, C, depends largely on the degree of fat over the entire carcass, and the flesh covering the breast, thighs, and back of the turkey and the care with which the bird has been bled and dressed.

IF YOU buy a Government tagged turkey, the tag will tell you whether it is "Young" or "Old." Turkeys are classified as "Young Hens" and "Young Toms", which are female and male birds usually less than 1 year old, soft-meated with a flexible breast bone. Old Hens and Old Toms are turkeys more than a year old with toughened flesh and hardened breast bone.

METHODS of plucking and packing, too, are specified in Government grading regulations. U. S. Special and U. S. Prime birds can be semi-scalded before being plucked or can be dry-plucked. They must be dry-packed. Birds that have been scalded at a temperature of 170 to 180° F. and which are packed in ice may pass as U. S. B and U. S. C grades.

BE SURE when you select your turkey that you know whether you are buying a young or old bird because it makes a difference in the way you cook it. About 3 hours are required for a young 10 to 12 pound turkey, and about $4\frac{1}{2}$ for a 15 pound turkey that is a year or so old.

IF YOU BUY a bird that is carefully dressed you will only have to wipe out the body cavity with a soft damp cloth. As a sanitary precaution scrub the outside with a wet cloth and a little soap, or soda, or corn meal.

DO NOT let your turkey soak in water. If you do it will lose flavor and food value.

Maple-sirup makers must be able to recognize the right moment for gathering their sap. If the spring is too far advanced, their sirup will have what maple connoisseurs call a "buddy" flavor.

YOUR CHOICE of SIRUPS

Consumers can sometimes find Government-graded honey on the market. United States grades have been issued for comb-section, cut-comb, and extracted honey.

Northernmost of America's regional sirups, along with our most universal sweet, round out the guide to different types and uses of our major sweetenings.

MAPLE SIRUP, the only native American among our sirups, is the sap of the maple tree, gathered and boiled down by farmers in early spring. On waffles and pancakes it does its first duty, but it ranks high on the list of flavors for ice creams, candies, sauces, puddings, icings, and cakes.

DIFFERENT FARMS yield maple sirup of somewhat different taste and color, varying with the kind of tree, the climate, the soil, and the method of making the sirup. Buyers who visit maple neighborhoods during sap season blend the different lots in order to standardize their commodity for the market.

STATES in the lead for maple-sirup production, in cooperation with the scientists in the State agricultural experiment stations and in the Department of Agriculture in Washington, have set up quality standards for maple sirup. Much of the sirup sold nowadays is graded and labeled according to these standards.

COLOR is the main quality indicator, the lighter the sirup the better the grade. Other factors come into consideration in grading, but in a negative way. If the sirup is too cloudy instead of clear, it can't make the top grade. If it is "off", has the "buddy" taste that goes with too late tapping of the trees, it is disqualified for top grade, no matter how light its color. People inexperienced in the tradition of connoisseurs of the maple country may object to the importance color gets in grading, contending that the darker-colored sirups have more flavor than the light. But the experts in the biggest maple-producing areas answer that the mild, delicate flavor of the light-colored sirup is the true maple flavor, the darker color with its stronger flavor coming actually from the caramelization that goes with too long or incorrect boiling of the sap. But consumers can choose among the grades, buying, if they like, the darker sirups at a lower price.

FANCY is the top grade according to all generally accepted standards. Next comes Grade A, or No. 1, depending on the labeling practice of the State, on down to Grade C or No. 3. The grades are voluntary, and no farmer need label his sirup with its grade. But if he does put the grade on his label it is subject to check by State authorities.

NO FEDERAL standards of quality have been adopted yet, but the Bureau of Agricultural Economics is working on the problem. In the meantime, most of the big maple States are in general agreement on their State standards, which make use of a color scale worked out by the Bureau of Chemistry and Soils in the Department of Agriculture. Each year this Bureau sends to each of the States these scientifically accurate gages of color which are then matched by chemists either in the State bureau of markets or the agricultural experiment station and released to the individual producers to use in grading their sirup.

Spring in Vermont means work. The tapper's trail leads over acres of maple groves.

PURE MAPLE SIRUP, to be labeled as such in interstate commerce, must be simply the product of evaporation of maple sap or of dissolving of maple sugar in water, with the resulting sirup not over 35 percent water and weighing no less than 11 pounds to the gallon, according to the regulations of the Food and Drug Administration.

MIXTURES of maple with sugar sirup offer no such clear-cut picture to the consumer. They range in maple content from a low of about 3 percent to a high of almost half maple. Some labels give the percentage of maple in the combination. Others merely say "cane and maple", which means sugar sirup--not true cane sirup--with enough maple in it to give it a maple flavor. The typical sirup sold under a brand name contains from 12 to 20 percent maple.

THE FOOD AND DRUG Administration is not empowered in the law to set definite percentages of maple in sirups labeled different ways. But some States have regulations setting minimum percentages of maple which sirup sold in the State under labels mentioning the word maple must contain. This makes it possible for a popular brand of sirup to be sold in one State with 40 percent maple in it and in another State with 20 percent, both under the same label "cane and maple." Consumers may find out what regulations, if any, control the maple sirup content of mixtures sold in their States by writing to the State food commissioner.

HONEY, as every poetry reader knows, is a natural sweet manufactured by bees from nectar of flowers and stored in the small waxen cells of the honeycomb. Composed partly of levulose, sweetest of all sugars, honey is sweeter than any sirup.

REGULATIONS of the Food and Drug Administration make it illegal to sell as honey across State lines anything but the pure natural product of the bee. Before the passage of the Federal Food and Drug Act of 1906, it used to be a common practice of food racketeers to adulterate honey with invert sugar made from plain table sugar. Invert sugar is in chemical formation so like the sugar found in honey that this adulteration is difficult to detect. But since the Food and Drug Administration has been on the job protecting the integrity of natural foods, this adulteration crops up only rarely. Last year, though, one case made it necessary for Food and Drug chemists to prove by four separate scientific tests that certain honey seized by Food and Drug inspectors was adulterated with invert sugar.

EXTRACTED honey is the form in which consumers buy three-quarters of their honey. A "whirler" extracts the honey from the comb in much the style of a cream separator. Purchasers of large quantities buy extracted honey in 60-pound cans, barrels, or kegs. Over the grocery counter it goes in glass jars or small pails.

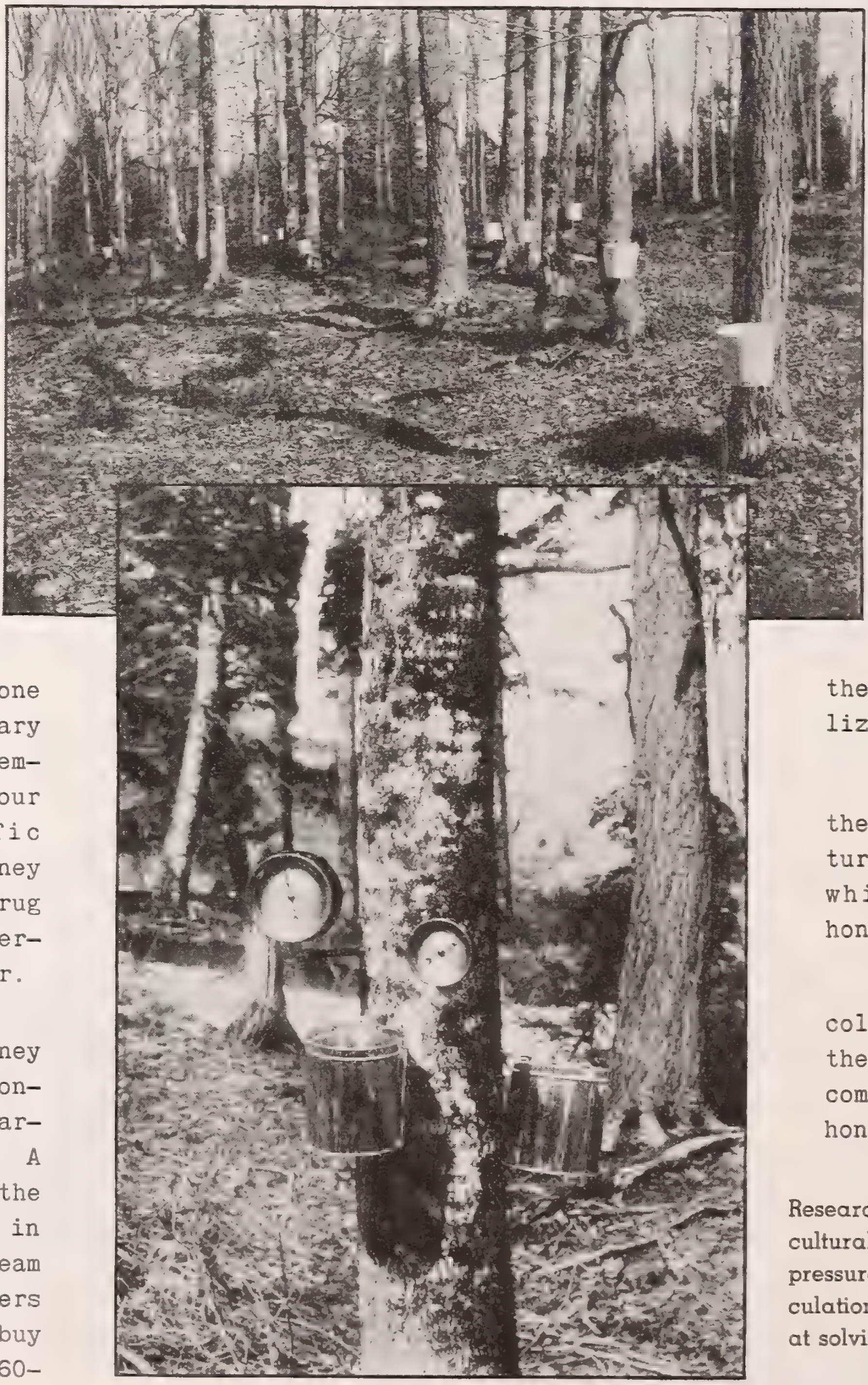
SECTION-COMB honey comes to market in wooden frames just as it is taken from the hive. A recent variation of section-comb is cut-comb honey, the comb cut in fractions and the honey allowed to drain from the outer cut cells, then sold in carton or paper wrappings.

BULK COMB, or chunk honey, consists of pieces of comb with extracted honey poured over them. Consumers find this type of honey on the market in glass jars or tin pails.

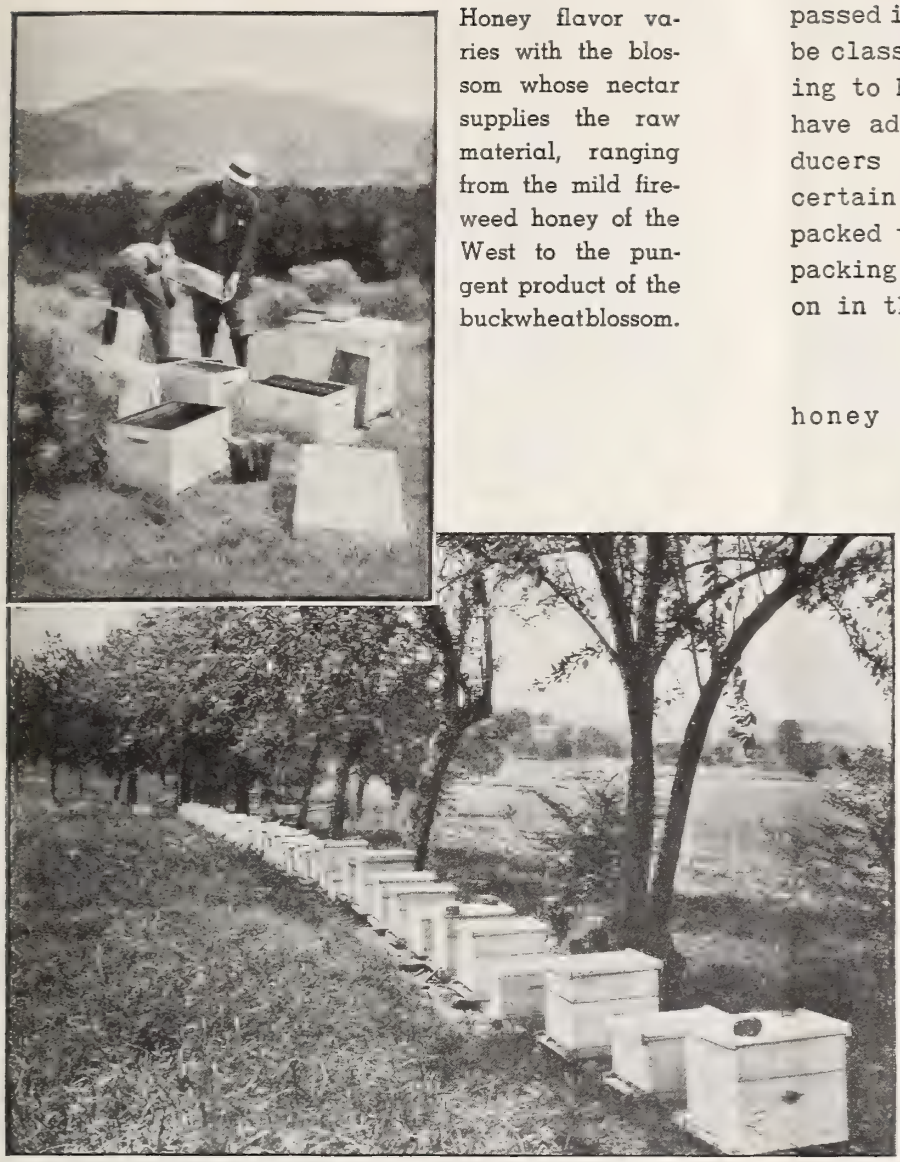
CRYSTALLIZED honey is honey that has taken on a solid form because of the crystallization of one or more of the natural sugars in it. Honey is sometimes prepared to be sold as crystallized honey by grinding the crystals that have granulated naturally, or by controlling the size of the crystals in the process of crystallization.

WHIP HONEY is the light, creamy-textured product made by whipping granulated honey.

FLAVOR and color of honey vary with the flower from which it comes. Chief sources of honey in this country



Researchers at the Vermont Agricultural Experiment Station use pressure gages to explore the circulation of the sap in studies aimed at solving problems of the maple-sirup producer.



Honey flavor varies with the blossom whose nectar supplies the raw material, ranging from the mild fireweed honey of the West to the pungent product of the buckwheatblossom.

are sweetclover, white and alsike clovers, and alfalfa. Honeys of special characteristic flavor come from southern tupelo trees, from orange and cotton blossoms, from wild sage in the California foothills, from the Pacific coast star-thistle, from the tulip tree, from buckwheat, mesquite and fireweed. The strongest flavor and darkest color comes from cultivated buckwheat with its peculiar odor. The lightest honey, "water-white" in color and mild in flavor, comes from fireweed. Between these two extremes are enough varieties to satisfy practically any taste. In California a bottle of honey blended of different flowers must be labeled as blended, not as from a particular plant source. A container labeled "California Orange Blossom Honey" for instance is ten-tenths orange blossom, not a mixture of different varieties.

QUALITY GRADES are also part of California's honey standardization law which was passed in 1935. It requires that comb honey shall be classified, graded, packed, and marked according to Federal standards. Several other States have adopted them as optional standards. Producers and cooperative associations have had certain standards for years under which they have packed their honey for market, but more and more packing of honey under Federal standards is going on in the honey-producing States.

ANY BEEKEEPER may pack and sell his honey under the optional United States standards, so consumers may find honey in the store from many States under United States grade labels. United States grades have been issued for comb-section honey, wrapped cut-comb honey, chunk or bulk-comb honey, and extracted honey. The top grade is U. S. Fancy, next comes U. S. No. 1, and in the case of comb-section honey, U. S. No. 2 as well. Honey of any color and flavor is eligible for Fancy grade, so long as the color is uniform and the flavor is not "off", and it meets the requirements of the grade otherwise. Consumers who wish to study honey grades in detail may send for Department of Agriculture Circular No. 24, United States Grades, Color Standards, and Packing Requirements for Honey. This is free on request to the Department.

"HONEY and Some of its Uses" is the title of a new publication by the Bureau of Home Economics which tells consumers about the food values of honey, how to take care of it in the home, and recipes for making the best use of it. It is Leaflet No. 113, and will be sent free to any consumer who writes to the Department of Agriculture for it.

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MORE TWO-WAY RELIEF

CARLOADS of foods, bought with **AAA** funds by the Federal Surplus Commodities Corporation to help farmers get better markets and to help relief families get better diets, are rushing into flood areas. Between January 23 and February 1, 787,500 dozen eggs, 384,000 cans of evaporated milk, 519,000 pounds of canned beef, 800,000 pounds of rice were shipped into States damaged by recent floods, there to be distributed to distressed families by relief agencies. Eight flood-stricken States had on hand from previous shipments, in addition, over 280,000 cans of milk, over 6,000,000 pounds of canned beef, 3,320,000 pounds of prunes, close to 3,000,000 pounds of grapefruit.

Consumers' Bookshelf

Seventh installment of our consumers' bibliography, prepared in cooperation with the Consumers' Project of the Department of Labor. . . The mention of material does not imply an endorsement of its point of view by the CONSUMERS' GUIDE.

BUYING—GENERAL

PRESENT GUIDES FOR HOUSEHOLD BUYING, by Ruth O'Brien and Medora Ward, Department of Agriculture, Bureau of Home Economics. 1936, 36 pp. Discusses existing types of consumer guides and then surveys quality grades now in use for food products, clothing and textiles, household equipment and furnishings, dry cleaning, and laundering. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

AN ANALYSIS OF CONSUMERS' FACILITIES FOR JUDGING MERCHANDISE, by Ruth O'Brien and Olive Hartley. December 1931, 23 pp., mimeographed. Includes sections on effectiveness of consumer and salesman education, buying by brand and trade mark, advertising, legislation, testing laboratories, and quality specifications. Address: American Association of University Women, 1634 Eye Street NW., Washington, D. C. 50 cents.

SCIENTIFIC CONSUMER PURCHASING, prepared by the American Home Economics Association, Committee on Standardization of Consumers' Goods. 1935, 64 pp. A study outline on problems of the consumer in making intelligent selections and recent developments in production and distribution which affect the consumer's interest. Address: American Association of University Women, 1634 Eye Street NW., Washington, D. C. 60 cents separately, or $1.25 with a packet of other consumer bulletins, including "An Analysis of Consumer Facilities for Judging Merchandise" listed above.[1]

CONSUMER BUYING, SUGGESTIONS FOR GROUP PROGRAMS. 1936, 40 pp. Contains brief comments and bibliography organized under the following headings: 1. Consumer Aids in the Present Market, i. e. (a) the retail store (b) advertising (c) brands (d) grades and specifications (e) labels (f) testing laboratories (g) Government aids; 2. Buying Foods; 3. Buying Textiles and Clothing Equipment; and 4. Buying Dry Cleaning and Laundering Services. Address: American Home Economics Association, Mills Building, Washington, D. C. 25 cents.[1]

ANALYSIS OF PAST BUYING EXPERIENCE. May 1935, 2 pp. Form HC-29. Questionnaire designed to give the woman buyer a basis for making her purchases more satisfactory through an analysis of past buying experience. Address: Extension Division, University of Minnesota, St. Paul, Minn.

HOUSEHOLD BUYING, by Esther Pond. June 1934, 16 pp. Home Management Booklets. A treatise on sound principles of household purchasing. Has separate sections on clothing, house furnishings, and food. Address: Extension Service, Iowa State College, Ames, Iowa.

SUGGESTIONS FOR BETTER BUYING. September 1934, 3 pp., mimeographed. Leaflet A-1821-lw. This circular stresses the advantages of buying in quantity. Address: Extension Service, Cornell University, New York State College of Home Economics, Ithaca, N. Y. Free.

SUGGESTIONS FOR BETTER BUYING. October 1935, 1 p., mimeographed. Leaflet A-3258-lw. An argument for careful reading of the amount contained in a package before purchasing. Address: Extension Service, Cornell University, New York State College of Home Economics, Ithaca, N. Y. Free.

A POLICY INSURING VALUE TO THE WOMAN BUYER AND A LIVELIHOOD TO APPAREL MAKERS, by Bertha Nienburg, U. S. Department of Labor, Women's Bureau. 1936, 22 pp., illustrated. Bulletin 146. Describes a plan involving the use of "The Consumers' Protection Label" for protecting both consumers and labor in the apparel industry. Address: U. S. Superintendent of Documents, Washington, D. C. 10 cents.

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[1] This pamphlet was listed in the first chapter of the Consumers' Bookshelf in the CONSUMERS' GUIDE of October 19, 1936, with general materials for consumer's education.

WHAT CAN BUSINESS DO TO REMOVE CONSUMER SUSPICION?, by Effie Raitt. [Vol. 28, No. 1.] January 1936, 4 pp. Journal of Home Economics.

THE RELATION OF QUALITY TO THE RETURN OF MERCHANDISE, by Alice Edwards. June 7, 1933, 3 pp., mimeographed. A discussion of the factors outside the customers' control which make for returned goods. Address: American Home Economics Association, Mills Building, Washington, D. C. 5 cents.

Included in this bibliography are many publications issued by State Extension Services. These bulletins are intended primarily for the use of consumers within the State, without charge. In some instances a small charge may be made to consumers outside. But in most cases, where supplies are adequate, the extension service will be glad to send one copy free of each bulletin requested by consumers in other States

FEDERAL SPECIFICATIONS INDEX. Treasury Department, Procurement Division. November 1, 1935, 81 pp. Section IV, part 1, Federal Standard Stock Catalog. Contains (1) a brief foreword giving general information, and (2) list of Federal Specifications arranged alphabetically by titles and by specification symbols. Address: U. S. Superintendent of Documents, Washington, D. C. 10 cents.

HOUSEHOLD PURCHASING. June 1933, 7 pp. Demonstration Series No. 11C, Unit III Home Management for Women Series. Address: Extension Service, Alabama Polytechnic Institute, Auburn, Ala.

MAKING THE MOST OF YOUR DOLLAR. 1933, 6 pp. Good Living Series II, Lesson No. 1. A general discussion of the principles underlying wise buying. Address: Extension Service, College of Agriculture, West Virginia University, Morgantown, W. Va.

HOME HEATING

OIL BURNERS FOR HOME HEATING. U. S. Department of Agriculture, Bureau of Agricultural Engineering. October 1936, 26 pp. Circular 406. Describes various types of oil fuels and burners on the market. Covers factors in the selection of an oil burner, adaptation of present heating equipment for use with oil; care of burners, and a comparison of coal with oil as a means of heating the home. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

QUESTIONS AND ANSWERS FOR THE HOME FIREMAN. U. S. Department of the Interior, Bureau of Mines. 1933, 34 pp. Describes the advantages of various types of fuel used in household furnaces, such as coal, coke, manufactured briquets, wood, oil, and gas. Discusses the factors which should be considered in choosing the heating equipment for a house. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

INVESTIGATION OF WARM-AIR FURNACES, by A. C. Willard, A. P. Krantz, and V. A. Day. 1929. Experiment Station Bulletin 188. Address: Engineering Experiment Station, University of Illinois, Urbana, Ill.

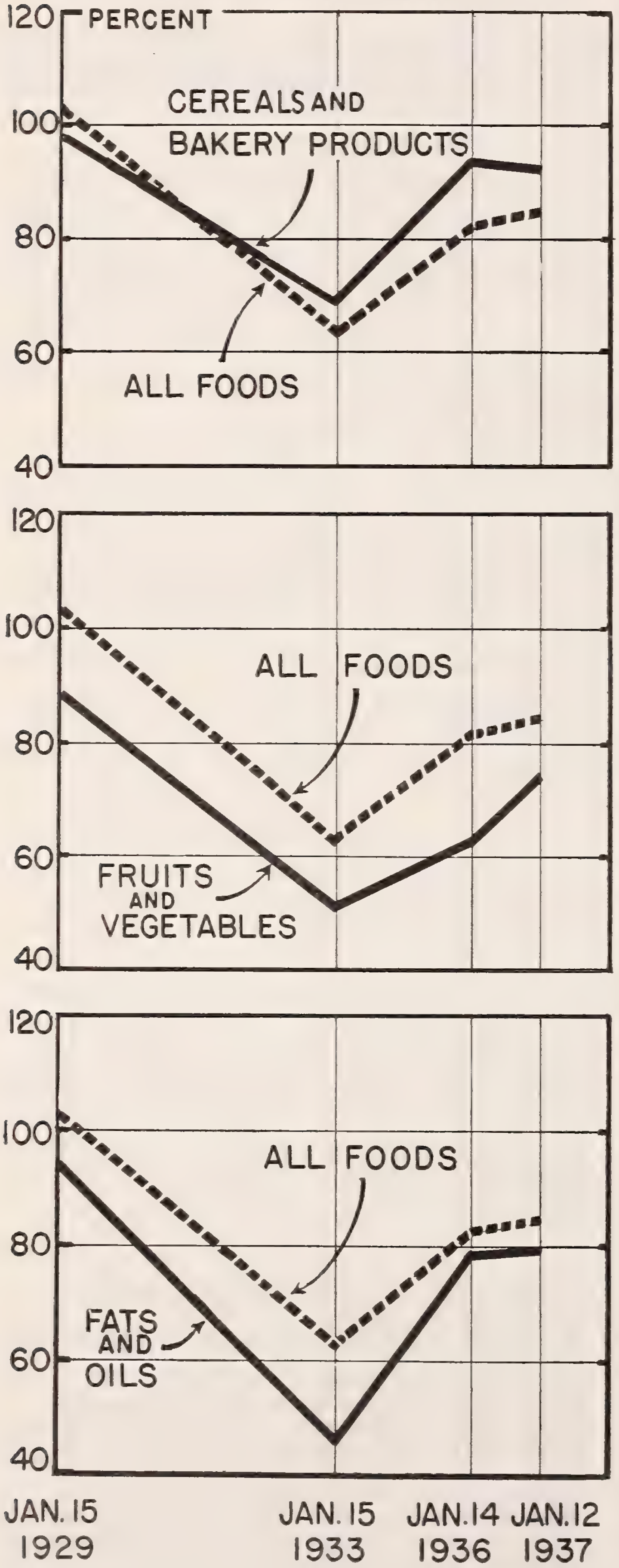
SAVING FUEL IN HEATING A HOUSE. U. S. Bureau of Mines. Technical Paper 97. Treats of hot-air, hot-water, and steam-heating plants. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

DISTILLATE BURNERS, by A. H. Senner. U. S. Department of Agriculture, Bureau of Agricultural Engineering. November 1934, 11 pp. Circular 335. Treats of the selection and use of a special type of distillate oil burner requiring a light oil. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

DO YOU BUY FOODS IN QUANTITY?

BUYERS for consumers' clubs and cooperative stores can keep pace with the markets through the concise up-to-date digest of important changes in food supplies and price trends published every two weeks in the CONSUMERS' MARKET SERVICE. Market news is released through this bulletin so that it can reach quantity buyers more promptly than is possible through the CONSUMERS' GUIDE. Requests for this service, which is free, may be addressed to the Consumers' Counsel Division, Agricultural Adjustment Administration, Washington, D. C.

A PERSPECTIVE OF FOOD COST CHANGES
1923~1925=100



Your Food Costs

ADVANCING PRICES for all food groups except eggs pushed up retail food costs 2 percent from December 15 to January 12 and carried them to their highest level since March 1931. However, they were only slightly above costs that prevailed from the end of June to mid-September last year. Prices went up in all regions, but 4 cities in southern regions registered lower costs.

PRICE boosting effect of the 1936 drought is now being felt. Increased consumer income has been another price-raising factor. Last year's drought caused the shortest potato crop since 1926, curtailed feed supplies, and forced farmers to market meat animals earlier than usual. Seasonal price decline in butter has not begun because of the effects of high feed prices. Potatoes, fats and oils, and meats are important items in the consumer's market basket. These items are expected to register further advances in February and March, and the outlook is for further advance in retail food costs in general.

INDEX of retail food costs on January 12, as reported by the Bureau of Labor Statistics, stood at 84.6 of the 1923-25 average. This was just half-way between costs on January 15, 1933, when the index reached 62.6, and January 15, 1929, when it was 102.7.

FRUITS and vegetables led the upward swing, increasing 8 percent, with all items higher in price. Meats, fats, and oils advanced about 3 percent, while other food groups except eggs went up around 1 percent. The seasonal decline in egg prices was 11 percent. In the meat group fresh pork and veal cutlets registered the major increases, and all cuts advanced. This situation reversed the trends of a month ago when the downward movement of all meat prices except beef carried the meat index to its 1936 low point. Despite these advances, meats as well as cereals and bakery products were 1.6 percent below prices a year ago. All other items were higher in price with fruits and vegetables up 19 percent, and dairy products and eggs, respectively, 4.5 and 3.4 percent higher than last year. Increase of fresh fruit and vegetable costs over

and Supplies

a year ago was due primarily to relatively high potato and sweetpotato prices.

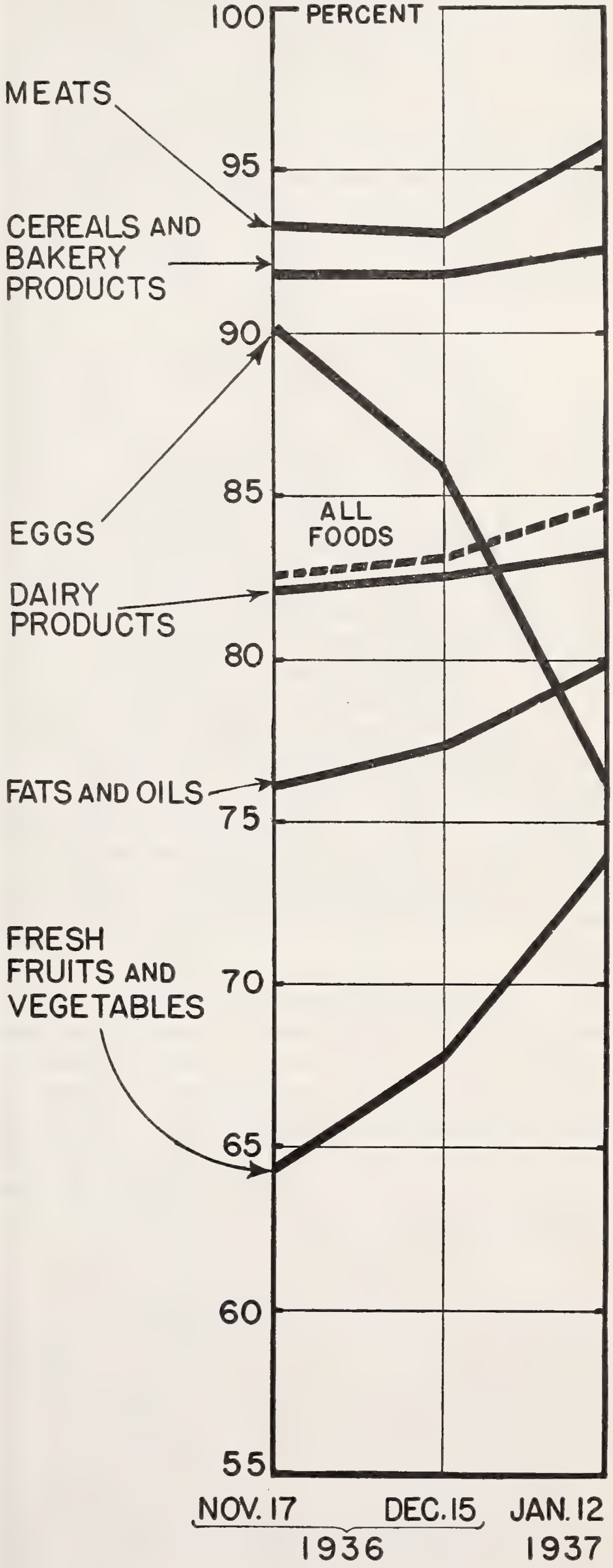
RECORD egg production per hen has resulted from unusually mild winter weather and this has caused relatively low egg prices. Egg prices declined seasonally from late November to April, but the decline this year has been sharper than usual. From December 15 to January 12 the retail price of eggs dropped 5 cents per dozen. Since then there has been another sharp drop in retail prices. Further reductions may be expected until the April low point is reached but monthly changes should not be as sharp as these to date.

BUTTER PRICES ordinarily decline during January, but this year prices have been going up. The farm price of butterfat is very low in relation to prices of feed. This factor and the feed shortage are expected to curtail the usual seasonal rise in production during the early part of 1937. Retail butter prices advanced 0.7 cent to 40.7 cents per pound during the 4-week period. Prices are slightly lower than a year ago.

POULTRY SUPPLIES are unusually heavy for this period and prices are below their level a year ago. Bulk of poultry at this time comes from cold storage. On January 1, cold-storage holdings of poultry reached a record high of 187½ million pounds, 80 million pounds above a year ago and 70 million pounds above average. Storage turkey supplies are also of record size. In spite of record storage stocks retail poultry prices went up seasonally 0.7 cent per pound between December 15 and January 12. This was the first increase in poultry prices since July, and prices were about 2½ cents per pound below a year ago.

PORK SUPPLIES for the entire marketing year, October 1, 1936, to September 30, 1937, now are expected to be 12 to 16 percent larger than a year ago, but slaughter during the remaining months of the marketing season still is expected to be smaller than a year ago. This is due to the early marketing of pigs occasioned by the drought. Major reduction in hog slaughter probably will come in February and March, and again in late

A CLOSE UP OF FOOD COST CHANGES
1923~1925 =100



summer. Decline in slaughter will be offset in part by unusually heavy cold storage holdings of pork and lard. Hog prices in February and March may be expected to continue their upward trend with further wholesale and retail price increases.

RETAIL PORK prices during the 4-week period registered their first increase since September. Fresh cuts went up 2 cents per pound, but changes in other items were minor. Compared with a year ago, fresh pork is 1 cent a pound higher, while bacon and ham, respectively, are 4 and 3 cents per pound lower.

BETTER GRADE beef prices usually decline during the first half of the year, but this year the trend has been upward. Drought conditions have forced earlier marketing of cattle. The number of well-finished cattle marketed during the first half of the year is expected to be smaller than a year ago. Marketings are being reduced, but may hold up fairly well this month since reports indicate a considerable number of long-fed cattle in feed lots.

RETAIL BEEF prices continued the upward trend commenced in October with all cuts advancing in price from December 15 to January 12. Steaks went up about 1 cent per pound, veal cutlets up 2.5 cents per pound, and roasts were ¾ cent per pound higher. Steaks and cutlets are about 1 cent higher than they were a year ago, but all other items are about ¾ cent per pound lower.

GRAIN-FED LAMBS now are coming to market. On January 1 the number of lambs on feed was 4 percent lower than a year ago, but the location of supplies indicates relatively heavy marketings during February and small marketings during March and April. Additional lamb price advances may occur before the end of February, but the largest advance is expected during March.

LAMB PRICES to consumers registered their first increases since June as all items went up from December 15 to January 12. Rib chops jumped over 1 cent per pound, leg of lamb 0.8 cent per pound, and other items were slightly higher. Lamb is still selling below last year's prices, with all cuts about 2 cents per pound lower.

ORANGE AND LEMON supplies have been reduced sharply by freezing weather in California during January. Prior to the freeze a United States crop of 61.1 million boxes of oranges and 8.3 million boxes of lemons was expected. Preliminary estimates in late January indicate a total crop smaller than last year's production of 52.3 million boxes of oranges and 7.8 million boxes of lemons. Current wholesale prices already have responded to freeze damage with California oranges registering the largest increases. Major effect of the freeze on orange prices probably will be felt after the beginning of May or June, when California ships practically all the oranges. Current supplies are coming from California and Florida, with the latter furnishing the bulk of shipments. From December 15 to January 12 orange and lemon retail prices moved up about 0.3 cent a dozen. Oranges were retailing at slightly below a year ago and lemons were 4½ cents a dozen lower. Because of freeze damage, prices are expected to go above their last year's level during the rest of the year.

GRAPEFRUIT SUPPLIES are still expected to be of record size despite damage to the California crop. California grapefruit production is only a small part of the total crop and the loss will be offset by large Texas and Florida supplies. Grapefruit season is in full swing now with prices much lower than a year ago. Heavy grapefruit shipments may be expected in February and March.

VEGETABLE SUPPLIES for late winter and spring markets, with the primary exception of potatoes and sweetpotatoes, probably will be plentiful and prices may average under those of a year ago. Unfavorable weather in the form of a freeze or heavy rains would change the situation materially. Short crops of potatoes and sweetpotatoes already have caused prices to be higher than they were a year ago and additional seasonal advances are expected during the next few months. Most other vegetables are selling now at prices slightly under a year ago and probably will continue at these levels. During the 4-week period retail potato prices went up 0.5 cent to 3.7 cents per pound. A year ago potatoes were retailing at 2.3 cents per pound.

WHITE BREAD PRICES to consumers advanced 0.3 percent during the 4-week period, and rye and whole-wheat bread advanced 0.1 cent per pound. This change reflected in part the advance in flour prices. The average price of white bread has remained at 8.2 cents per pound since mid-August.

UNDER THE ROUND PURPLE STAMP

[Concluded from page 6]

held for 20 days at the low temperature of 5 degrees Fahrenheit. For the sake of foreigners in this country who still stick to their native eating customs the Meat Inspection Division provides the meat industry with posters in foreign languages as well as English urging the proper cooking of pork before eating. (See p. 5.) The use of these posters is voluntary and varies with the individual packers and dealers. Some do not use them at all, others post them in butcher shops, incorporate them on labels, and print them on wrapping paper. Every household should make a point of checking on the correct cooking of fresh pork and sausage.

FEDERAL INSPECTION does not end with the Government's O. K. on fresh meat. All processed meats, such as cured ham, salted pork, corned beef; meat food products, such as oleomargarine; canned meat foods, and all ingredients which are used in a meat mixture are reinspected. Methods of preparation must also be approved. This procedure, known as product inspection, assures the consumer that every substance used in making the federally inspected pork sausage she buys is wholesome.

PRODUCTS are examined on the premises on which they are made and in Government laboratories. Federal inspectors collect samples of meat food and substances used in preparing them, such as spices, dyes, cereals, and water. Laboratory technicians recheck them to ascertain their purity. They test canned and wrapped meat foods to see that they are truthfully marked and labeled and that the consumer is buying what he paid for. The trade-mark label itself must be approved by the Department of Agriculture which allows no false or deceptive design, picture, or word to appear. Every label must bear the phrase, "U. S. Inspected and Passed by the Department of Agriculture." Scientists in these laboratories are constantly investigating the problems which arise in the processing of meat, such as ham souring, and rancidity in fats. The results of their experiments are a great aid to the meat-packing industry and to the consumer.

TODAY the Government inspects about two-thirds of the meat sold in this country. This includes all imported meat and meat foods, which are rigorously examined and approved before accepted for entry into the United States.

IN 1936, 725 establishments in 256 cities and towns operated under Federal supervision. Sixty-two million animals were slaughtered, 6½ billion pounds of meat and meat foods during the various stages of processing were inspected. This still leaves many million head of livestock and some billions of pounds of meat products which were not Federally approved. A considerable proportion of that probably was not approved by any responsible official authority.

INSPECTION of poultry is not required by the Government. Poultry inspection as well as poultry grading is a voluntary service administered by the Bureau of Agricultural Economics. Poultry inspectors, like meat inspectors, are veterinarians. After the fowls are bled and plucked, they are drawn in the presence of the Federal agents who submit each bird to a post-mortem examination similar to that done on livestock. Today only a small percentage of the poultry produced for consumption is Federally inspected. A few wholesale houses trading in full-drawn poultry and from 80 to 90 percent of the canneries using poultry in their products avail themselves of the service.

BOXES AND TINS containing Federally inspected poultry are stamped "Inspected and Certified by the Bureau of Agricultural Economics, U. S. Department of Agriculture." Labels on canned products bear the same phrase. Any other statement which appears must be approved by the Bureau of Agricultural Economics.

THE ROUND purple stamp is your guaranty that your meat product is composed of wholesome meat prepared under sanitary conditions. It tells you nothing concerning its grade or market quality. Dealers in meat products are not required by law to grade their meats. The Government maintains a voluntary meat-grading service which functions through the Bureau of Agricultural Economics. The grading legend, which is also purple in color, gives the quality, such as U. S. Prime, Choice, Good, Medium, or Common, stamped down the full length of the carcass.

REFER to the following articles in your CONSUMERS' GUIDE for information on Government graded meats: "U. S. Graded Beef", March 11, 1935; "When You Buy Lamb Look For U. S. Grades", May 6, 1935; "Spring Meat In The Market", May 4, 1936.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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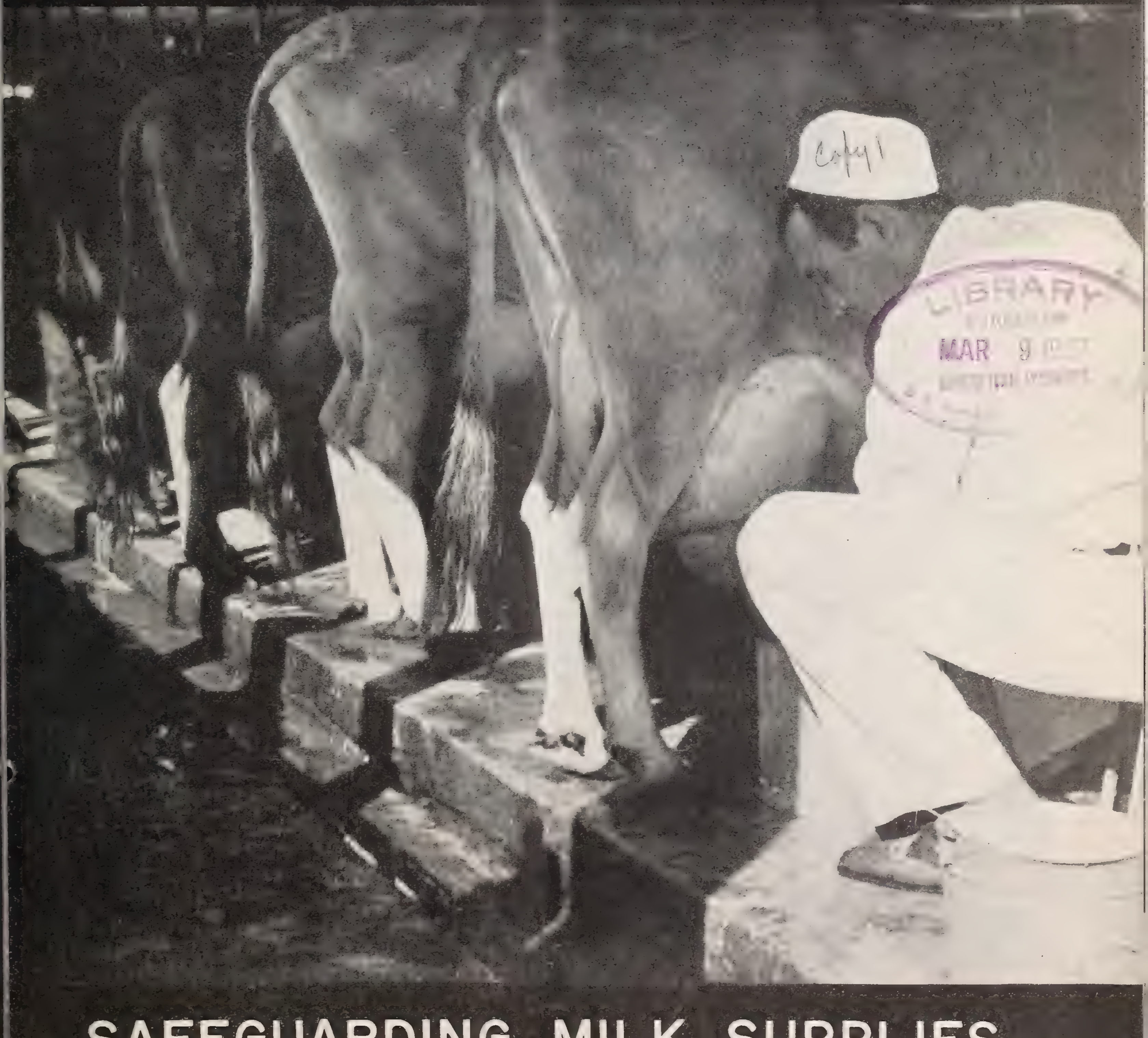

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SAFEGUARDING MILK SUPPLIES

Consumers' Queries and Comments

NOT a consumer comment, but a dairy industry editorial heads the list of important observations that have come our way since our last issue. This editorial calls attention to the consumer question marks raised in Consumers' Counsel's article in our November 30, 1936, issue: What are fair prices; how can consumers recognize quality; what laws, regulations, and trade practices affect the supply of goods coming to market?... Then it comments: "We have no doubt but that the consumer does want to know these things, and we recommend that those who market dairy products take cognizance of the fact."

"CANNERS MUST ADOPT DESCRIPTIVE LABELS OR FACE A-B-C RULE", headlines one of the big food trade journals, reporting on the speech of the new president of the National Canners Association at its meeting in Chicago in January. "Public demand for more information cannot be ignored by the industry", the canners' president is reported to have told the convention. His advice, "which may be considered a summation of the present policy of the association", comments the paper, "declared that propaganda in favor of the grade system of labeling continues in volume, and that the industry must demonstrate the adequacy of descriptive labeling if it does not want the A-B-C plan forced upon it by law."

A RESOLUTION passed by the convention urged members of the canning industry "in currently revising their labels to continue and extend the use of the descriptive terms recommended by the labeling committee."

DESCRIPTIVE terms recommended in this resolution are given in "Labeling Canned Foods", a booklet published by the National Canners Association, Washington, D. C. Terms for style of pack, size of pieces, color, and seasoning, for five kinds of canned fruits and nine canned vegetables are defined. No standardized grade or quality description other than in these terms is recommended by the Canners Association at the present time. Under the Bureau of Agricultural Economics' standards for grades, not only style of pack, color, and size are taken into account, but also absence of defects, tenderness and texture, and flavor. Students of standards can get complete descriptions of Government grades for various kinds of fruits and vegetables from that Bureau in Washington, D. C.

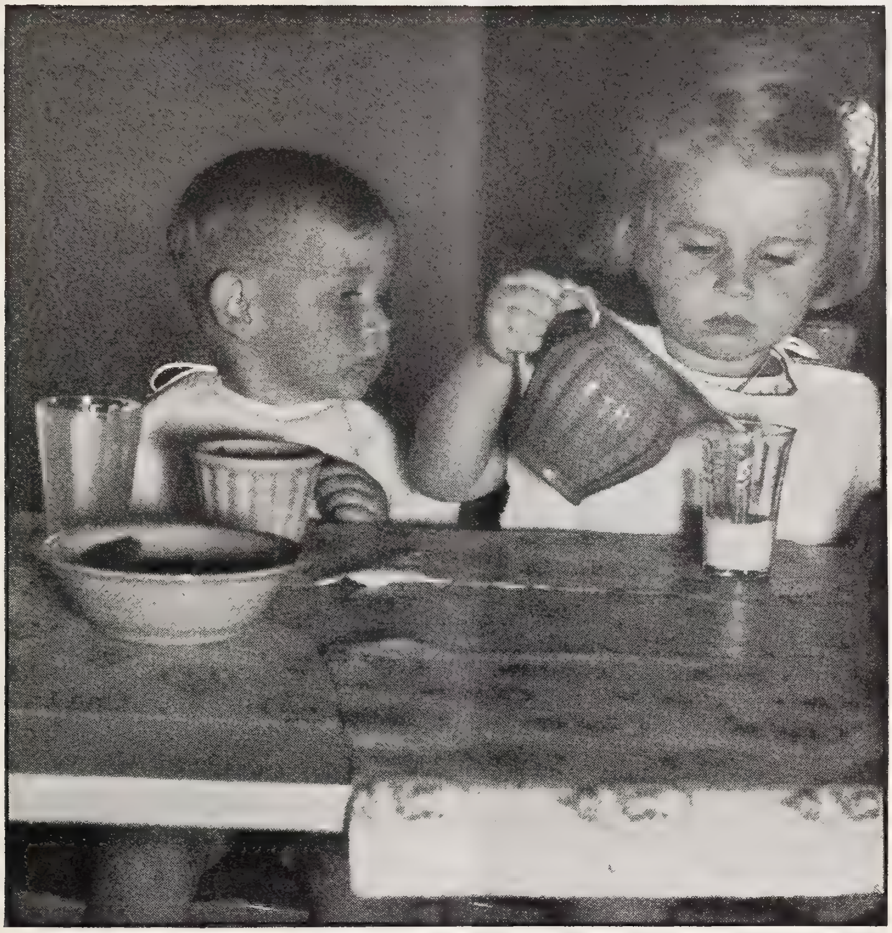
"A STEP in the right direction", is the comment which Paul M. Williams, official in charge of the Bureau of Agricultural Economics grading of canned fruits and vegetables, makes on the canners' resolution. (See CONSUMERS' GUIDE, Dec. 14, 1936.) Pointing to the labeling program recommended by Department of Agriculture representatives to the NRA in 1934 which called for: (1) a concise truthful statement of grade, and (2) such additional explanatory statements as style of pack, count of pieces, size of units, number of servings, Mr. Williams commends the canners for adopting part 2 of this Government recommendation, but cautions: "A mere recitation on labels of certain descriptive explanatory statements is inadequate for the reason that these terms might be appropriate for all grades of a canned fruit or vegetable.

"FOR EXAMPLE, a label with the following statements on canned Bartlett pears 'Approximately 6 to 8 halves of uniform size' and 'Packed in heavy syrup' might be appropriate for either Grade A, Grade B, or Grade C. Thus, the housewife would not have the information necessary for her to determine intelligently whether she should pay 15 cents, 20 cents, 25 cents, or some other price for the can, because there is no indication of the actual quality on the label."

ANOTHER move, important to consumers, at the canners' convention had to do with can sizes. In our October 5, 1936, issue we pictured the shopping difficulties of consumers who must measure relative cost of foods packed in many sized containers. In that article we recounted the effort made by canners and grocers to cut down this wide range of sizes. In 1934 hundreds of producers, packers, distributors, and users of cans for fruits and vegetables, indicated acceptance in writing of a plan, proposed and developed by the industry with the cooperation of the National Bureau of Standards, to reduce the number of sizes used to 27.

NOW comes a conference committee of the canners recommending the reduction of this number still further, to 21 sizes. This recommendation prepared in cooperation with the National Bureau of Standards, will be circulated for comment and suggestion among canners, wholesale, retail, and chain-store distributors, and to consumer groups. Once approved by all interested groups, a standing committee representing these groups will be appointed to promote adherence. Consumer groups wishing a copy of the proposed list of sizes may receive it by writing to the National Bureau of Standards, Washington, D. C. The Bureau will also be glad to receive constructive suggestion on this proposal from consumer organizations.

SAFEGUARDING



MILK SUPPLIES

Milk ordinances, setting standards for safe milk, are a local responsibility. Here's a consumers' council that shouldered the job of getting better milk for its community and the story of what happened.

THE CONSUMERS' COUNCIL of St. Louis knows that its job isn't done when the mayor's pen has been given its final flick at the bottom of a city ordinance. It wants to see laws work.

TWO YEARS ago this council led St. Louis civic organizations in a move for a new milk ordinance. A United States Public Health Service survey had revealed the low sanitary standards of the St. Louis milk supply. The council publicized the facts and fought for the adoption of the Public Health Service's standard ordinance.

THIS STANDARD ORDINANCE, adopted by more than 600 cities, reasoned the council, would be a practical instrument for protection of the milk sold to St. Louis consumers. The milk industry in nearby Louisville and Memphis strongly supported it. The fact that it was applied and checked periodically in other cities would give

St. Louisans an opportunity to compare the success of its enforcement with the milk enforcement of other cities, the council argued.

To insure a sanitary milk supply, cleanliness must carry through from the cow to the kitchen. Cows must be healthy, free from disease, well fed and well pastured. Cowyards must be clean and well drained. Milk houses must be easily cleanable, free from flies, and well screened.

To check the growth of unhealthy bacteria, milk must be kept cool on its journey from the farm to the city, often many miles distant. Large modern milk trucks which look like gasoline trucks are in reality thermos bottles on wheels. They make possible control of temperature.

DISTRIBUTORS and producers in St. Louis had grown accustomed to the more easygoing ways of an older regime. They felt that the standard ordinance did not meet the peculiar conditions of the Missouri city, but they knew there was a genuine public demand for reform. They drafted an alternative ordinance and urged its adoption by the city.

THIS MODIFIED ordinance went into effect in December 1934. Tucked away in this compromise ordinance was a proviso that at the end of a year's operation the Public Health Service should be invited again to survey the milk supply. Such a survey, the Consumers' Council believed, would constitute a check on the success of the compromise act.

EARLY last year the United States Public Health Service made its check-up. This examination showed some improvement in sanitary standards on the farms, but no improvement for pasteurization plants. On the same rating scale, milk supplies of standard-ordinance Louisville and Memphis were 50 percent above the St. Louis rating. Such a showing did not satisfy St. Louis' Consumers' Council. It had seen Chicago during the same period adopt the standard ordinance and raise the rating of its milk in 1 year to the 90 percent figure considered satisfactory by the Public Health Service.

AGAIN members of the Consumers' Council took up the cudgels for a new milk ordinance. This time they wanted an ordinance that would work. Again they set as a goal the adoption of the Standard Milk Ordinance. They got what they wanted on December 11 when the St. Louis Board of Aldermen unanimously passed the measure.

"MANY individuals and organizations", commented a leading daily, "played important parts in the prolonged fight that has now ended in victory with signature of the standard milk ordinance by Mayor Dickmann yesterday. It is not to minimize the work of any others if the Consumers' Council is singled out for particular notice.

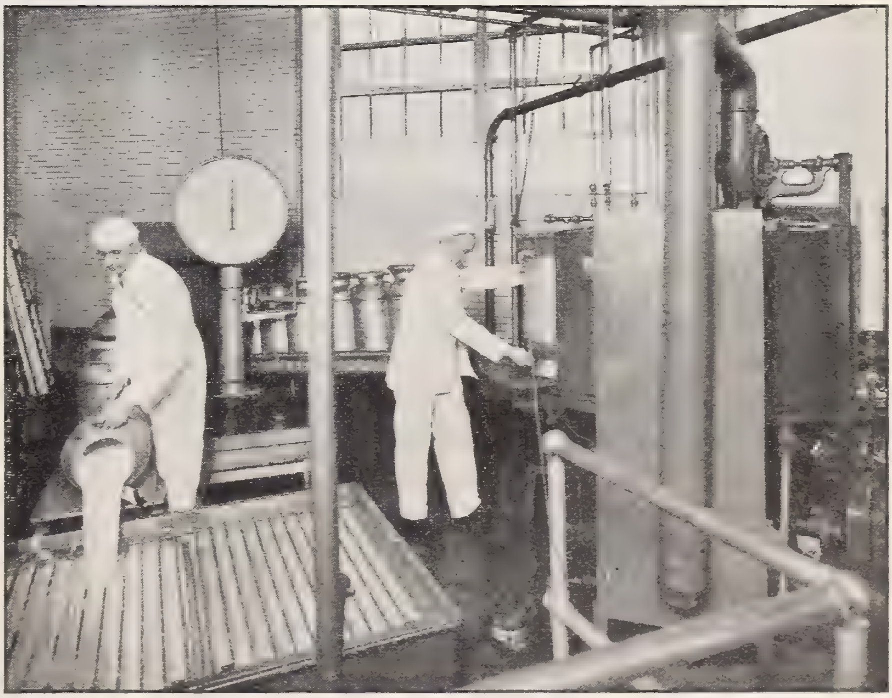
"THIS organization, after defeat of the ordinance 2 years ago, met the reverse in the spirit of John Paul Jones when he said: 'I have not yet begun to fight.' Continuing its cooperation with the St. Louis Medical Society, long active in the fight for better milk, the council enlightened and mobilized the public. It was the Consumers' Council that formed the spearhead of more than 100 varied organizations for an impressive demonstration of popular opinion heretofore unparalleled in St. Louis civic affairs. The devoted workers of the council and affiliated groups deserve a large share of the credit for the long forward step just taken in behalf of the community's health."

NOR is the council preparing to rest with the passage of the ordinance. On the day the ordinance was passed, the council sent a letter to 130 organizations thanking them for their cooperation and support. To its thanks it added this paragraph:

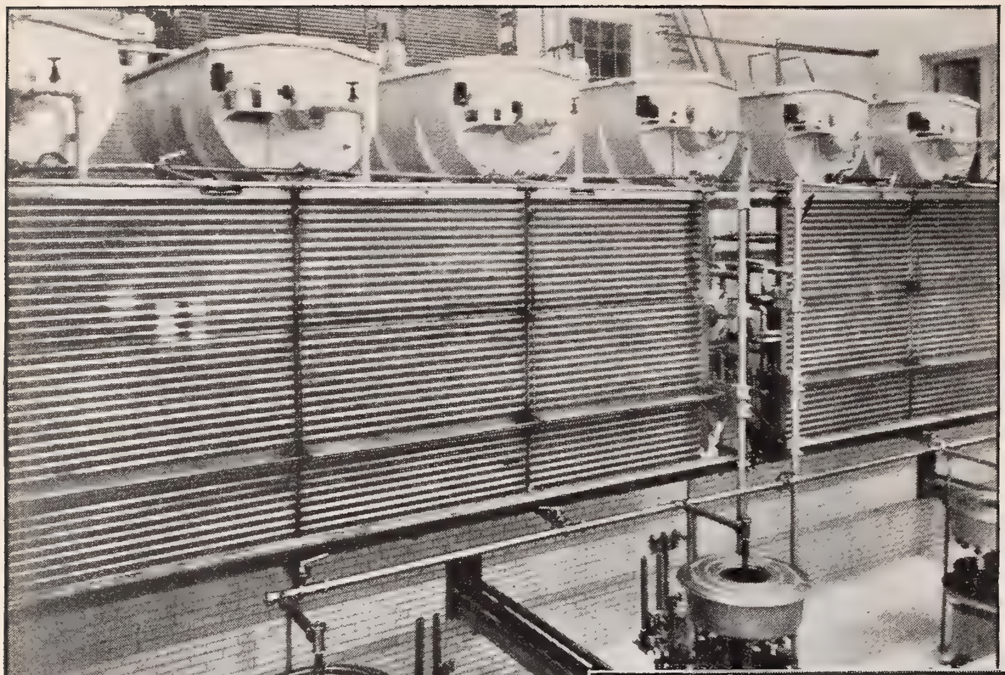
"AT THIS TIME we would like to call your attention to the fact that since its organization the Consumers' Council has taken an active part in many matters in addition to that of milk, that concern quality and price in their relation to the consumer. Here is a broad field needing much attention. We ask, therefore, that your organization consider a proposal for participation in future activities in the interest of the consumer to the extent of cooperating with the Consumers' Council and sending delegates to meetings called by the council and forwarding information to your various groups or committees. May we hear from you in regard to this matter?"

WHAT is the Standard Milk Ordinance which was the rallying point of the council's

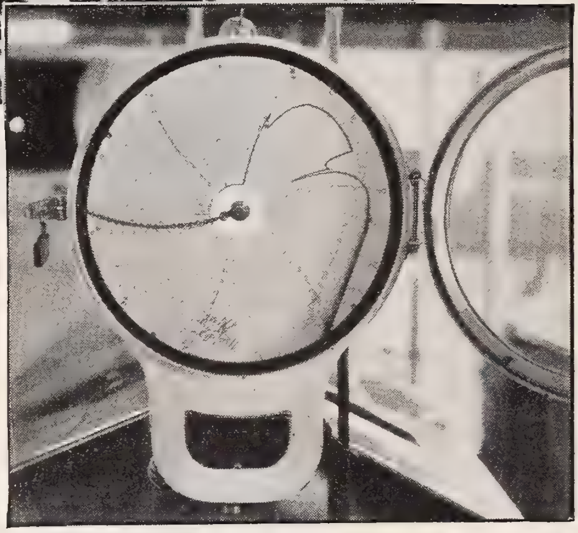
Milk cans arriving in this pasteurization plant move slowly along a roller platform at the end of which the milk is weighed and dumped. En route, milk is inspected for odors and obvious impurities. Tile floors make possible thorough cleaning of this receiving room.



Before being dumped, all milk is weighed and a sample taken out for butterfat test. On the basis of both weight and butterfat content, each farmer receives payment for his milk. In well-run plants, after cans are emptied they are cleaned and sterilized before being returned to their owners.



Before milk goes into the pasteurization vats above, it may have as much as 200,000 bacteria per cubic centimeter. Pasteurization, by the use of heat, reduces this count. Grade A pasteurized milk, under the standard ordinance, must not have more than 50,000 bacteria per cubic centimeter. After pasteurization, the milk is run through coils, such as these, where its temperature is reduced again to 50 degrees or less.



This thermometer records the temperature at which milk was pasteurized and the time during which it was held at the pasteurization temperature.

campaigns for better milk? Only a synthesis of the best features of milk ordinances in common use by cities all over the country. Perhaps, first, we should say what a milk ordinance—any milk ordinance—contains.

A MILK ordinance is a set of sanitary standards for the milk supply, with administration and procedures outlined for putting those standards into effect. It is supposed to be a health measure and as a health measure should be concerned solely with sanitary protection and not with the relative richness of milk. Some milk ordinances, however, do set standards of butterfat content for different grades. Its provisions are not primarily concerned with "richness." All milk ordinances should, and as far as is known nearly all do, set up minimum butterfat requirements and minimum solids-not-fat requirements for all milk—irrespective of grade.

GRADE A pasteurized milk under the standard ordinance is better than Grade B, because it is safer. It has met higher standards of purity. Standards for each grade of raw and pasteurized milk are described in the ordinance.

REASON why we do not say merely "Grade A has a lower bacteria count" is that that is only one element in judging the sanitation of the milk. One can cook the bacteria out of milk that has been produced under very insanitary conditions. Grade A means low bacteria count, but it means much more than that.

COWS must be healthy, free from disease, well fed and well pastured. They must be kept clean. Cowyards must be clean and well drained. If milking machines are used, the suction nipples and all other parts must be sterilized. Milk houses must be constructed so that they are easy to clean. They must be free from flies and well screened. Milk house floors must be smooth and free from cracks which would hold filth. Equipment must be sterilized.

CANS and trucks which take the milk to the pasteurizing plant must be clean. Pasteurizing plant machinery must be of efficient, cleanable type. It must be regularly sterilized. Bottles must be sterilized before each usage. The wagons in which milk is transported must be clean. Milk must be cooled within a certain time after milking. All employees who handle milk must be free from dangerous infection and may not be healthy carriers thereof.

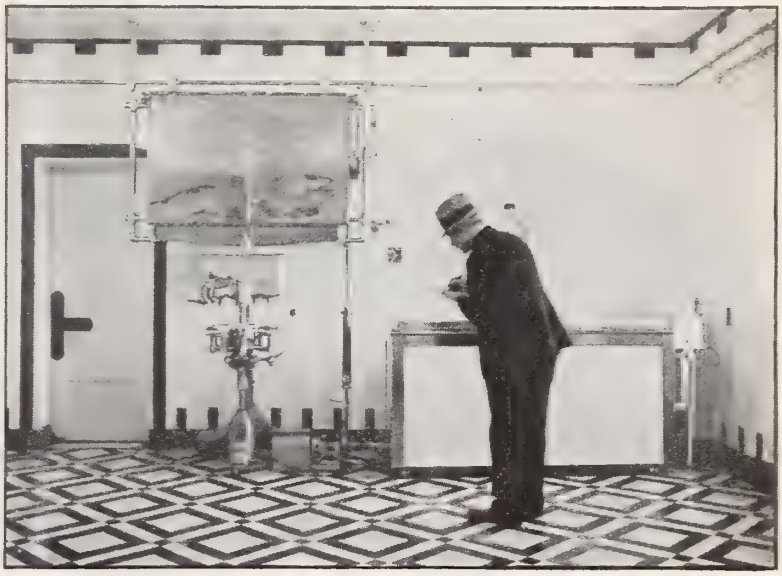
ALL these items and others like them are part of any good milk ordinance. The standard ordinance, for instance, provides for the inspection of farms and pasteurization plants to determine whether the above and other requirements have been met. To be allowed to sell milk as Grade A the dealer must satisfy all Grade A requirements. Grade A pasteurized label, where enforcement is effective, means that the milk has been properly produced, properly shipped, properly pasteurized, and properly delivered to the consumer. Such milk represents the ultimate of safety.

RAW MILK is still in demand in many cities. While the Public Health Service believes that all milk should be pasteurized or boiled before it is consumed, provision is made in the Standard Milk Ordinance for the grading of raw milk if the city in question prefers it. Grade A raw milk label means milk which is as safe as raw milk can practically be made.

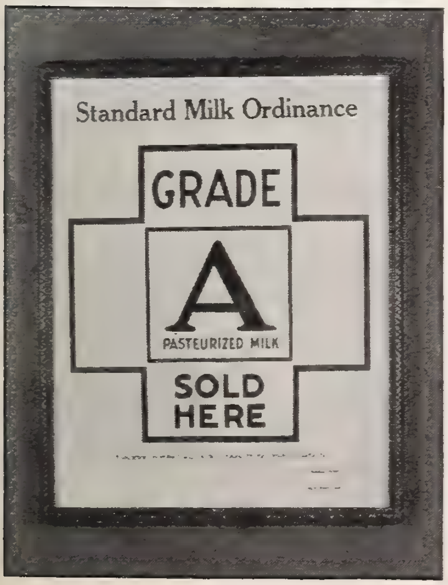
MILK ordinances are local laws. City councils pass them. City health departments enforce them.

THE Standard Milk Ordinance is no exception to this rule. It was drafted 14 years ago. Dr. S. W. Welch, Alabama's health officer, saw the need for organizing a milk control program in his State. He asked the United States Public Health Service to detail an officer to assist him in drawing up a program.

Bottles must be carefully washed and sterilized before milk is put in them. The bottles here move into and out of the bottle washer without being touched by any hands.



When a city adopts the standard ordinance, the United States Public Health Service makes periodic checks of a representative number of milk suppliers to see how well the city's milk supply measures up to ordinance standards for safe milk. An inspector is checking here on equipment in a pasteurization plant.



Restaurants, soda fountains, and other food shops can display this placard in cities where the standard ordinance is in effect.

ORDINANCES from all over the United States were gathered together for study. A draft embodying the most generally successful methods of milk control was prepared. This was checked with technical men in local and State health departments, medical authorities, and the industry. Approved by the

[Continued on page 22]

Policing Foods *for* Humans *and* Animals

High points of the work done in 1936 by the Federal Food and Drug Administration to protect consumers against adulterated and misbranded foods.

1. All interstate shipments of foods are subject to inspection by Food and Drug officials for edibility and wholesomeness. An inspector here is examining a poultry shipment.
2. Sample bags of imported coffee, on the docks, are withdrawn for inspection for short weight and impurities.
3. Every pound of tea entering the United States is compared with standard samples for purity, quality, and fitness for consumption.
4. Imports of milk and cream must have been produced under prescribed sanitary conditions and meet specified standards before they can be sold.

ONE CENT and six mills is the price each consumer paid last year to the Federal Government for standing guard against misbranded and adulterated foods and drugs, injurious or ineffective insecticides, below standard imports of milk and cream and tea, and mislabeled caustic poisons.

OFFICIAL GUARDIAN of consumers against these risks to health and pocketbooks is the Food and Drug Administration. Its assignments of duties come from Congress in the form of six acts, passed at various times during the past 30 years.

TOP OF THE list stands the Food and Drugs Act, passed in 1906, which prohibits interstate commerce in and importation of adulterated or misbranded manufactured or natural foods, beverages, stock foods, remedies, drugs, and medicines. The amendment of July 8, 1930, gives the Secretary of Agriculture authority to set up a legal standard of minimum quality, condition and fill of container for each class of canned food, except canned meat products and canned milk, and to prescribe clearly informative labeling on each product not meeting this quality standard. Other acts include:

THE INSECTICIDE Act aims to protect farmers, fruit growers, market gardeners, stock and poultry raisers, householders, and others from buying and using insecticides and fungicides that fall below the strength claimed for them, that will not accomplish the results promised, or that are injurious to plants.

THE IMPORT MILK Act prohibits the entry into the United States of milk and cream that have not been produced under prescribed sanitary conditions from healthy herds, or that do not meet certain specified standards at the time of entry.

THE TEA Act provides for the examination of all tea offered for entry into the United States and the admission of only such tea as meets the standards of quality, purity, and fitness for consumption set by the Government.

POISON

POISON

POISON

To safeguard consumers from accidental injury from lye, carbolic acid, household ammonia, and other dangerous substances, the Caustic Poison Act provides that a label or sticker bearing the word "Poison" must appear conspicuously on all containers.

THE CAUSTIC Poison Act, by requiring certain labeling, is aimed to safeguard the household against accidental injury from ammonia, lye, carbolic acid, and certain other dangerous substances commonly used in the home.

THE NAVAL Stores Act establishes standards for rosin and turpentine, authorizes the Department to examine, analyze, and classify or grade them upon the request and at the expense of interested parties, and is designed to prevent deception in transactions in these commodities.

WITH its limited field service and its small appropriation of about $2,000,000, how does the Food and Drug Administration supervise this traffic and administer the various acts?

FIRST, there is an administrative and technical staff in Washington, with such specialists as chemists, bacteriologists, physicians, microscopists, and pharmacologists, which conducts investigations, solves the more difficult technological problems, and recommends methods for attacking regulatory problems. District headquarters are maintained in New York, Chicago, and San Francisco to supervise eastern, central, and western inspection districts. A responsible administrative officer directs the work of each district.

SPOTTED around the country are 16 branch stations located in leading commercial cities in each district. Each station, manned by a force of chemists and inspectors, is responsible for seeing that the six acts enforced by the Administration are complied with by the manufacturers, dealers, and importers who trade within a specified territory tributary to the city in which the station is located.

FACTORY INSPECTION, by Food and Drug inspectors, under terms of the act, is not compulsory. Some refuse outright to permit inspection. Other manufacturers welcome it. The majority of American food and drug manufacturers are doing an honest and legitimate business. Their cooperation allows the Food and Drug Administration to concentrate on the small proportion of manufacturers who are deliberately, negligently, or unknowingly violating the law in some respect.

IF A FOOD or drug product is under suspicion, and inspection of the factory where it is manufactured is denied, samples on the market are collected by the inspector. He forwards them to the station, which determines by analysis whether or not the product is adulterated or misbranded.

FOOD is adulterated: (a) if it contains an added poison which may render it injurious to health (such as, a fruit with excess residue spray); (b) if filthy or decayed (such as, a tomato catsup made from rotten tomatoes); (c) if additions have been made to lower the quality or strength (such as, the addition of water to oysters); (d) if any substitution has been made (such as, olive oil which is really

Largest of the insecticide-testing farms, maintained by the Department of Agriculture to aid in the enforcement of the Insecticide Act, is at Beltsville, Md. Here field and greenhouse tests are made to determine the effectiveness of insecticide preparations. In addition samples are analyzed chemically to determine whether they comply with this act. Any false or misleading claim as to the efficacy of an insecticide constitutes a violation of the law.

Roaches are raised in the Beltsville experimental laboratory to be used as subjects in testing preparations sold for their extermination. Checking on the claims of insecticide preparations means money saved to householders.

partly tea-seed oil); (e) if any valuable ingredient has been removed (such as, cheese sold as whole milk cheese but has been made from milk from which some of the butterfat has been removed); (f) if it has been treated to conceal damage or inferiority (such as, eggless macaroni products colored yellow to appear as egg noodles).

PROVISIONS of the law relating to food also apply to confectionery. The law specifically prohibits the use of alcohol in confectionery.

MISBRANDING constitutes another violation. Food is misbranded: (a) if it is an imitation and not clearly labeled as such or is sold under the name of another article (such as, a so-called jam which contains not the approximately equal parts of fruit and sugar that the housewife expects, but a mixture of pectin, sugar, and fruit acid with a trivial amount of fruit); (b) if its label bears any false or misleading statement (such as, net weight which grossly overstates the amount of the contents); (c) if it is in package form and the quantity of contents is not plainly stated on the label; (d) if canned foods--except canned meats and canned milk--fall below the minimum standard and if the label does not indicate that the food is below such standard (such as, overmature canned peas or undercolored canned tomatoes).

WHEN a product is found to be contrary to law, the Food and Drug Administration reports its findings through the Secretary of Agriculture to the Department of Justice recommending either seizure of the offending goods, prosecution of the responsible shipper, or both as the facts warrant.

WHEN seizure is recommended the United States Attorney in the district where the goods are located is notified. He reports the facts to the United States District Court and procures the issuance of a so-called libel which authorizes the United States Marshal to take the goods into custody.

A MANUFACTURER of such a product may elect to contest the charges; if so, the product then goes on trial. If the court upholds the Food and Drug Administration, the product may, in the discretion of the court, either be destroyed or returned to the owner for relabeling or for sorting out and destroying under Government supervision any adulterated portions, the owner paying the cost of the court proceedings.

MANY actions may be taken against the product in different parts of the country at the same time. This weapon of the Food and Drug Administration is considered the most effective means of protecting the public because it has the effect of "stopping the bullet before it reaches the victim"; that is, it stops the adulterated or misbranded product in the channels of distribution before reaching the consumer.

CRIMINAL ACTION against the shipper is also instituted whenever the situation demands it. The two types of action, however, represent entirely separate proceedings. Seizure occurs in the jurisdiction where the goods are found; prosecution in the manufacturer's home district.

POLICING every package of every product that comes within Federal jurisdiction obviously would require an army of Food and Drug inspectors. Such minute check-up is not needed where violations of laws are the exception rather than the rule. With its limited staff, the Food and Drug Administration concentrates each year on special problems, throws its searchlight on them, then moves on to other major sore spots.

ADULTERATION of olive oil with tea-seed oil was one such problem scrutinized last year. Tea-seed oil is obtained from the nut or seed of a close relative of the beverage tea plant. Produced in large quantities in the Orient, it has been imported for years for use in the paint and textile industries. More recently it was discovered that through a refining process this oil had edible quality and was suited for food purposes. Chemical tests show its constituents are much like those of olive oil. Tea-seed oil is tasteless, so that it is difficult to detect, when combined with olive oil.

MOUNTING IMPORTATIONS of tea-seed oil caused eyebrow raising in the Food and Drug Administration. Such quantities, officials believed, could not be intended solely for industrial purposes. They were confronted with a nice chemical problem, for no known method existed for detecting tea-seed oil in olive oil. So they worked out a method in the laboratory. Then they investigated and found large shipments, labeled as pure olive oil and moving in interstate commerce, were in fact from one-quarter to three-

[Continued on page 20]

The Naval Stores Act, one of the six laws enforced by the Food and Drug Administration, establishes standards for all rosin and turpentine in interstate or foreign commerce. . . . (Top) Incisions are made in the trunks of various types of pine trees to get the gum from which turpentine and rosin come. . . . (Below) Originally a primitive southern plantation industry, rosin and turpentine stills are frequently found near small rivers to facilitate transportation to large southern ports from which the products are shipped to industrial cities or are exported. The gum is poured from the barrels into the vat and the distilling process separates it into rosin and turpentine.

Rosin, used for sizing paper, for soap, varnish, printing ink, rubber goods, and other consumer products, is the hard residue left after distilling off the volatile oil of turpentine. Great quantities here are awaiting shipment north.

Five Days *with Ohio*

Consumer activities in Ohio have been popping into the press so much lately that the Consumers' Counsel Division sent an inquiring reporter out to that State to collect what facts he could in a rapid 5-day survey of such centers of consumer activity as Dayton, Cincinnati, Columbus, Cleveland, and Dillonvale. Here are his travel notes.

DAYTON, OHIO, city of 200,000 population, proud of its Wright Aviation Field and its world-wide dominance as a manufacturer of cash registers! Our 5 days started here where consumers are busy on both organization and educational fronts.

FIVE OR SIX years ago a group of Wright Field employees started a gasoline buying club. These men, because of their connection with aviation, knew what good gasoline was like and proceeded to set up an organization to provide it at a saving for the members of their organization. That this organization was giving real service is attested by the fact that the membership grew to over 600. This practical demonstration did much to popularize the cooperative buying idea in Dayton.

IN MAY 1935 two meetings, totally independent of one another, were held to discuss the organization of a Dayton cooperative. These two groups pooled resources and organized the Montgomery County Cooperative League. Not an organization for the actual operation of cooperatives, the league functions as an advisory and promotional agency. Scope of its activity is revealed in its committee set-up with groups working on merchandise standards, consumer research, cooperative organization, and cooperative education.

UNIQUE PROJECT of the Montgomery County Cooperative League is a cooperative recreation program for Dayton young people. Guided by one of the leading ministers in the community the young people are organizing on a cooperative basis to provide different kinds of recreation.

DAYTON cooperators have not been slow in putting their cooperative ideas into business operation. In July 1936 the Dayton Consumers' Cooperative Store was opened with 55 shareholders. This cooperative has a modern store building where both meat and groceries may be purchased. Membership now is 177 and the monthly gross sales amount to $2,200. The Gem City Cooperative Buying Club, located on the opposite side of the city from the Dayton Consumers' Cooperative Store, has 90 members and is working to set up a gasoline station in addition

onsumers

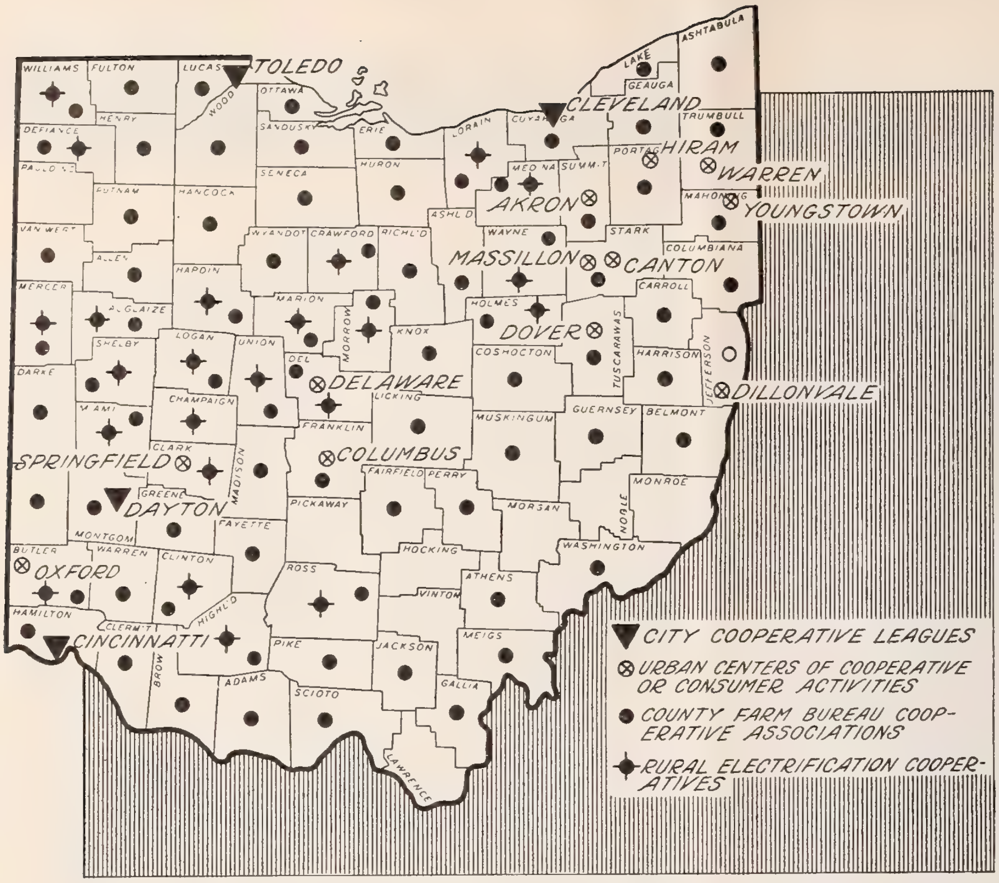
OHIOANS proudly call their State "an empire within an empire", and some comparisons bear them out. Ohio is larger than Austria or Hungary, over twice the size of Denmark or Switzerland, and over three times the European territory of Belgium or Holland. . . Thirty-fifth in size among the States, Ohio jumps to sixth place in value of gross income from farm production, and fourth in value of manufactured products. In the southeastern section where the Allegheny foothills run over into Ohio there is an important coal mining region. In the northeast is a highly industrialized section which specializes in steel production and general manufacturing. A little more than eighty-five percent of the land in the State is farm land. . . . It is Ohio's unusual combination of manufacturing and agriculture that makes significant the study of consumer activities as they are developing both in rural and urban areas.

to their other group-buying activities. Two Negro cooperative organizations merged in December 1936. This group with 110 members owns a store building which will be open for business soon.

MANY consumer activities totally unconnected with the cooperative movement are being carried on in Dayton. The Consumer Protection Committee of the Dayton League of Women Voters has promoted an educational program. Members of the committee visited the Butler County Consumers' Council at nearby Oxford, Ohio, which tests and rates canned goods and issues reports to its members with brand names attached. The Dayton committee then devoted a meeting to the testing and rating of canned goods under the supervision of one of its own members who is a trained home economist. One other meeting was devoted to comparing the results of the Butler County Consumers' Council tests with the ratings given these same products by a national agency which rates consumer goods. Another was given over to a study of cooperatives.

CONSUMER EDUCATION ought to be put to use, according to the Dayton Consumer Protection Committee. An example of this type of work is shown in their sheeting project, now in its second year. The League of Women Voters invites the five large Dayton stores having "White Sales" to send samples of the sheets they expect to place on sale. The Consumer Protection Committee then removes the labels and identifies the sheets with a key symbol. The sheets are sent to the Dayton Testing Laboratories where they are tested and the results sent back to the committee. The committee identifies the sheets and sends a mimeographed set of the test results, listing the brand name of the sheet and the store offering it for sale. Last year four stores cooperated; three this year. One store gave complete specifications of its sheets in its newspaper advertisements.

CLASSES for adults are being conducted in Dayton under the



Ohio has County Farm Bureau Cooperative Associations in 80 of its 88 counties. Farm families in 25 counties are organized in 11 rural electrification cooperatives. Four cities have cooperative leagues, and 12 other towns or cities are carrying on some kind of cooperative activity.

direction of the Works Progress Administration. Eight classes ranging from 12 to 30 students are studying consumer problems.

FIFTY miles south of Dayton on the Ohio River is Cincinnati, a city of some 450,000. The Cincinnati Cooperative League, organized in September 1935, is driving hard on a program of setting up neighborhood buying clubs. The league is trying to raise a rather substantial sum of money to promote the cooperative idea, and expects to hold an all day Consumer Institute in February as the opening of this campaign.

ALREADY operating are five cooperative buying clubs, a cooperative grocery store with 100 members, a cooperative of 125 members handling goods on a contract basis. This latter group purchased 3,000 gallons of gasoline during November. In November 1936 a Negro group at Lockland near Cincinnati incorporated to operate a cooperative store. All of the Cincinnati cooperative groups are pooling their buying power through a Joint Buying Committee of the Cooperative League.

GOVERNMENT OFFICIALS in Cincinnati have given local citizens a very practical demonstration of the advantages of pooling purchasing power. Cooperating on standards and specifications and pooling their orders on major items are the purchasing agents of Hamilton County, the city of Cincinnati, the Board of Education, the University of Cincinnati, and the public library. The privately endowed Cincinnati Bureau of Governmental Research estimates this plan of cooperative buying has saved the taxpayers of Cincinnati $1,000,000 in the 4 years of its operation. Savings on coal alone were $100,000 during the first year. Brooms furnish a typical example of how the plan works. The five governmental agencies were using 45 types of brooms. Now they have standardized on nine kinds and buy by the gross where they bought by the dozen before. Cincinnati Cooperative League leaders have taken this lesson to heart and would like to see their Joint Buying Committee in operation on a much larger scale.

CONSUMER Conference of Greater Cincinnati is without doubt one of the most energetic city-wide voluntary organizations for consumer education in the United States. This organization was formed as the result of a class in consumer problems called 4 years ago at the University of Cincinnati School of Household Administration. The teacher furnished the instruction to the women without charge, with the understanding that they would take this information back to the organizations they represented and put it to use. One of the members of this class, as a means of fulfilling her obligation, agreed to take charge of a series of consumer meetings if the School of Household Administration would sponsor the meetings and furnish the meeting place. The School of Household Administration agreed to this arrangement and so it was that the Consumer Conference of Greater Cincinnati came into being.

STARTING in October 1934, the Consumer Conference of Greater Cincinnati has held bimonthly meetings from October to May every year since then with an average attendance of over 75 persons. Some of its topics and discussion leaders are: "The Consumer's Tax Dollar", by the City Manager of Cincinnati; "Buying Furs", by the fur buyer of a large Cincinnati store; "What is Good Advertising?" by the manager of the Cincinnati Better Business Bureau; "Cosmetic Fairy Tales", by the director of Bureau of Investigation of the American Medical Association; "Silks", by a staff member of the School of Household Administration at the University of Cincinnati; "Why the Price?" by the Professor of Marketing of the University of Cincinnati; "Leather Goods", by a buyer from one of the local stores. Only financing for these programs is a 35-cent registration fee collected at the beginning of the series.

RADIO PROGRAMS go on the air every Wednesday at 10:30 a. m., through the efforts of the Consumer Conference. These programs presented in the form of dialogues are prepared by the president of the Consumer Conference.

NEW PROJECT carried out this year by the Consumer Conference with the sponsorship of 22 other Cincinnati organizations was a Consumers' Institute. Leaders of the Consumer Conference believe that the consumer can gain much by working in friendly cooperation with merchants and retailers. This attitude is reflected in all of the organization's activities. Stated purpose of the Consumers' Institute held October 29 and 30, 1936, was "To analyze and study the common problems of the manufacturer, the merchant, and the consumer in order that each may better understand the needs of the other." In four day and one evening session 18 speakers representing the three different viewpoints discussed such topics as "Our Common Problems"; "By What Standards Shall We Judge the Stores We Patronize?"; "Business Forecasting and Planning as Seen by Manufacturer, Retailer, and Consumer"; "The Education of the Consumer--How and by Whom?"; and "The Necessity for Quality Standards as a Means of Efficient Purchasing." At least 500 persons attended the conference, many of them present at all of the sessions.

TYPICAL example of the method of cooperating with merchants is the sheeting project of the Consumer Conference. In 1934 four large Cincinnati retail stores were persuaded to give thread count, breaking strength, weight per yard, and approximate amount of sizing on each quality of sheets offered in their January sales. The next year seven merchants cooperated, and 30,000 folders titled "Do You Want to Buy Sheets and Towels by Standard or by Guess?" and prepared by the Consumer Conference were distributed to consumers. This year a special article was prepared for the Cincinnati Parent-Teacher Bulletin describing the quality factors to look for in buying sheets. This was followed up with a mimeographed list of questions and answers on quality factors in sheets which was distributed to store clerks at sheeting counters so that they would be prepared to answer questions on technical buying points. One store distributed 150,000 leaflets giving test data on the sheets they were offering for sale in accordance with the policy set up by the Consumer Conference. Summing up the lesson of the sheeting project for other consumer groups, a member of the Steering Committee of the Consumer Conference states, "For those who want better buying methods and more information, constant, consistent effort by all consumers must be the watchword of the day."

COLUMBUS, OHIO, 100 miles north and east of Cincinnati, near the center of the State, and its capital, was the next stop. Activities of the Ohio Farm Bureau are rapidly making it the recognized cooperative headquarters of the State.

IN CONTRAST with the struggle of the city cooperatives to secure the business volume that will allow them to operate efficiently are the activities of the Ohio Farm Bureau Federation which has arrived at the stage where it can truly be called "big business." Organized in 1919 by 50 pioneering farmers who wanted to improve their economic conditions through self-service, the organization began operations in a one-room office in a Columbus hotel. Now newly moved into its own eight-story downtown office building, it maintains one of the largest office staffs in Columbus to minister to the needs of its 20,000 members, the 100,000 farmers who are members or patrons of its county associations, and its 222,000 insurance policy holders.

OLD PLAN of rural cooperative organization in Ohio was to set up a number of totally independent marketing associations. On the theory that it pays to put all your cooperative eggs in one basket and then watch that basket, the Farm Bureau has discarded this old plan, and is coordinating all of its services, locally through County Farm Bureau Cooperative Associations, and in the State through the Columbus headquarters.

EIGHTY out of Ohio's 88 counties have such associations. Through them, farmers may buy such services as automobile, fire, and life insurance, all types of credit, and such commodities as fertilizer, seed, farm machinery, feed, coal, petroleum products, and electrical appliances. Through them, also, farmers may sell their products. At present they market grain, poultry and eggs, potatoes, and—on much smaller scale—peaches and sweet corn.

VOLUME of business done by these county associations runs into big money. Estimates put it at $11,000,000 in 1936. Marketing of farm commodities accounted for about $1,500,000 of this total. Purchasing operations and other services came to $9,500,000.

BUSINESS at headquarters of the State Farm Bureau Association also looms large. In 1936 it totaled another $7,000,000. Included in this total was a business of nearly $1,000,000 in marketing of farm products, exclusive of grain, and $6,000,000 in purchasing and other services. The grain business handled by the State association, valued at about $900,000, included grain purchased for county associations and grain sold for this local cooperative.

In rural electrification Ohio is one of the leading States, yet only 19 out of every 100 farms now have electricity. Ohio's Farm Bureau hopes to push this percentage up to 30 by June 30, 1937, through the building of 2,000 miles of cooperatively owned lines serving 7,000 families now without electricity.

INSURANCE became a business activity of the Ohio Farm Bureau Federation in 1926 when the Farm Bureau Mutual Automobile Insurance Co. was organized. The company now has 190,000 policyholders and the assets total over $5,250,000. It sells auto insurance in a number of States besides Ohio and provides re-insurance for small insurance companies organized in Minnesota, Wisconsin, and Indiana. Success of its initial insurance venture led the Farm Bureau into other forms of insurance. Now a little over 2 years old, the Farm Bureau Mutual Fire Insurance Co. reports $50,000,000 of insurance in force and a 100 percent increase in business over last year. Latest insurance enterprise, the Cooperative Life Insurance Co. of America, was acquired this last year, and now has approximately $16,000,000 of insurance in force. It is licensed to sell life insurance in six other States. Ohio Farm Bureau is now equipped to take care of practically all of the insurance needs of Ohio farm families.

CREDIT service to meet the varied needs of its members is a part of the program of the Ohio Farm Bureau Federation. Long-time loans are available from the insurance funds of the Farm Bureau insurance companies. To take care of production loans the Farm Bureau in 1931 organized an Agricultural Credit Corporation which discounts farmers' notes at the Federal Intermediate Credit Bank at Louisville, Ky. This corporation has loaned over $1,000,000 to Ohio farmers since its organization. Getting down to the very smallest kind of loans—loans for occasional small emergency needs—the Farm Bureau is promoting county credit union associations. Ten such associations have already been organized.

IN RURAL electrification Ohio is one of the leading States. Every cent of the $1,746,000 of Rural Electrification Administration money that has gone into Ohio has been for rural electrification cooperatives. Only 19 percent of farm families in Ohio now have electricity. By its program the Farm Bureau hopes to push this percentage up to 30 through the building of 2,024 miles of cooperatively owned line serving 7,084 customers that have not had electricity before. At present 1,324 miles of line have been completed. Twenty-five counties through 11 rural electrification cooperatives have Federal allotments approved or have construction actually under way. Servicing these smaller units with legal, insurance, engineering, bookkeeping, and promotional service is the central Farm Bureau Rural Electric Cooperative in Columbus.

PRACTICING what they preach, the headquarters employees of the Farm Bureau have organized a cooperative of their own. This group owns a store in the old Broad Street office building, a sales station in the new office building, and a downtown gas station and parking lot close by their new place of work. Sales of this cooperative amount to $4,000 per month.

CLOSE BY the Ohio State University campus is the headquarters of another flourishing cooperative organization. Columbus Consumers' Cooperative, Inc., was organized in January 1935 with 29 charter members. By the end of the year there were 427 members, and by December 1936 the membership had increased to 718. This cooperative has its own gas station with a small grocery store in connection. Monthly business volume is $6,000. In addition to the services it renders from its store and gas station, arrangements have been made on a contract basis for cooperative savings on coal, men's clothing, dry cleaning, shoes, milk, insurance, paint, electric equipment, and furniture.

CREDIT NEEDS are handled by the Columbus Consumers' Cooperative Federal Credit Union to which paid-up members may belong. Sharp watch of the quality of the goods handled by this cooperative is kept by a technical committee. A radio broadcast series on "Consumers and Cooperation" was carried over the University Broadcasting Station during the last 3 months of 1936.

Ohio Farm Bureau employees patronizing their own cooperative store which is conveniently located in the entrance lobby of the Bureau's new eight-story office building.

BUS CONSUMERS' CO-OPERATIVE,INC.
LION FAMILIES IN THE WORLD TODAY
AS MEMBERS OF
NSUMERS CO-OPERATIVES
COLUMBUS CONSUMERS CO-OPERATIVE, IN

Service station of the Columbus Consumers' Cooperative which in 2 years' time increased its membership from 29 to 718. This cooperative has a small grocery store located at the rear of its gasoline station.

THESE activities plus the 23 credit unions in operation make this city the cooperative capital of Ohio.

CREDIT UNIONS are making fast strides all over Ohio. There are approximately 250 credit unions in the State, 150 organized under State charters and 100 under Federal charters. The Ohio Credit Union League, with headquarters in Cincinnati, coordinates and gives information about the activities of the State's credit unions.

READ MORE about Ohio's consumers in our next issue.

Consumers' Bookshelf

Eighth installment of our consumers' bibliography, prepared in cooperation with the Consumers' Project of the Department of Labor. . . The mention of any material does not imply an endorsement of its point of view by the CONSUMERS' GUIDE.

PAINTS AND PAINTING

PAINTING ON THE FARM. U. S. Department of Agriculture, Bureau of Chemistry and Soils. April 1925, 32 pp. Farmers' Bulletin 1452. This bulletin's usefulness is not restricted to the farm. It describes various types of paint and tells how to select the right kind for the intended use. It also gives directions for mixing paint on the job, for preparing surfaces, and for applying the paint. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

OUTSIDE HOUSE PAINTING. July 11, 1932, 3 pp., mimeographed. Letter Circular 333. This bulletin does not attempt to cover the subject fully, but is designed to answer the average letter of inquiry on outside house painting. Address: National Bureau of Standards, Washington, D. C. Free.

PAINTS, VARNISHES, AND PAINT CONTAINERS. U. S. Department of Commerce, National Bureau of Standards. 13 pp. RI44-37. This simplified practice recommendation for the paint industry in tentative form may be secured free of charge by addressing the National Bureau of Standards, Washington, D. C.

WHY SOME WOOD SURFACES HOLD PAINT LONGER THAN OTHERS, by F. L. Browne. U. S. Department of Agriculture. September 1930, 3 pp., illustrated. Leaflet No. 62. Treats of the qualities of wood which affect its paint-holding characteristics, and discusses when to repaint. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

SUGGESTIONS FOR MIXING AND APPLYING PAINTS AND OTHER WALL FINISHES, by I. D. Wood. February 1932, 21 pp., mimeographed. Extension Circular 731. Includes sections on when to paint, estimating the amount of paint required, selection and care of paint brushes, and ready- and home-mixed paints. Address: Extension Service, University of Nebraska, College of Agriculture, Lincoln, Nebr.

PAINT AND VARNISH. March 1936, 22 pp. Circular 32. Deals with selection and use of paint and with the making of paint and varnish. Includes a section on the composition and properties of various types of paints and varnishes. Address: Engineering Experiment Station, Ohio State University, Columbus, Ohio.

PAINT BULLETIN. 1935, 203 pp. Bulletin 45. A technical bulletin, but very useful to paint consumers and to students of consumer economics. Contains a section reporting on chemical analyses of paints sold in North Dakota. Besides describing chemical and performance specifications of these paints, each is identified by its brand name. The analyses also include a simple quality rating: good, fair, or poor. Address: North Dakota Regulatory Department, Office of State Food Commissioner and Chemist, Bismarck, N. Dak. Free to residents of North Dakota. 60 cents to nonresidents.

SOME BOOKS ON PAINTS AND VARNISHES AND WOOD FINISHING. Technical Note 195. A bibliography. Address: Forest Products Laboratory, U. S. Forest Service, Madison, Wis. Free.

SOME CAUSES OF BLISTERING AND PEELING OF PAINT ON HOUSE SIDING, by F. L. Browne. March 1933, 13 pp., illustrated, mimeographed. Address: U. S. Department of Agriculture, Forest Service, Forest Products Laboratory, Madison, Wis. Free.

WHEN AND HOW TO PAINT FARM BUILDINGS, by F. L. Browne. December 1931, 14 pp., mimeographed. Headings: When to paint, type of paint to select, quality and quantity of pigments, quality of vehicle procedure and formulae for mixing paint, and type of paint to use on different kinds of surfaces. Address: U. S. Department of Agriculture, Forest Service, Forest Products Laboratory, Madison, Wis. Free.

PAINTING EXTERIOR WOODWORK, by F. L. Browne. February 1934, 5 pp., illustrated, mimeographed. Reprint from the Pacific Purchaser discussing moisture failures of paint, durability of paint on different woods, importance of spreading rate, and priming and finishing coats of paint. Address: U. S. Department of Agriculture, Forest Service, Forest Products Laboratory, Madison, Wis. Free.

WHAT PAINT SALESMEN CAN DO TO PREVENT PAINT COMPLAINTS, by F. L. Browne. July 1935, 18 pp., illustrated, mimeographed. Although intended primarily for paint salesmen, this pamphlet contains many helpful pointers for buyers of paint. Discusses moisture failures, incompatible paints, bad painting practices, proper use of aluminum priming, and the importance of using quality paint. Address: U. S. Department of Agriculture, Forest Service, Forest Products Laboratory, Madison, Wis. Free.

Included in this bibliography are some publications issued by State Extension Services. These bulletins are intended primarily for the use of consumers within the State, without charge. In some instances a small charge may be made to consumers outside. But in most cases, where supplies are adequate, the Extension Service will be glad to send one copy free of each bulletin requested by consumers in other States.

REPAINTING PAINT-NEGLECTED FRAME HOUSES, by F. L. Browne, 11 pp., illustrated. Case histories of 12 houses which illustrate common causes of paint failures due to long neglect, moisture, and the incompatibility of paints. Address: U. S. Department of Agriculture, Forest Service, Forest Products Laboratory, Madison, Wis. Free.

HOUSING

PUBLICATIONS OF INTEREST TO SUBURBANITES AND HOME BUILDERS, by U. S. Superintendent of Documents. Price List No. 72—16th Edition. November 1936, 17 pp. An extensive bibliography of Government publications of interest to those who are building or maintaining a home. Address: U. S. Superintendent of Documents, Washington, D. C. Free.

Care and Repair

CARE AND REPAIR OF THE HOUSE. National Bureau of Standards Building and Housing Publication No. 15. 1931, 121 pp., illustrated. Address: U. S. Superintendent of Documents, Washington, D. C. 15 cents.

FARM PLUMBING, by George M. Warren, U. S. Department of Agriculture. Farmers' Bulletin No. 1426. June 1933, illustrated. Discusses the planning, installation, and care of farm plumbing. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

SIMPLE PLUMBING REPAIRS IN THE HOME, by George M. Warren, U. S. Department of Agriculture. Farmers' Bulletin No. 1460. October 1936, illustrated. This bulletin describes simple ways of doing little things, with the aid of a few tools, to keep home plumbing in good working order. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

PREVENTING CRACKS IN NEW WOOD FLOORS, by L. V. Teesdale. U. S. Department of Agriculture, Leaflet No. 56. March 1930, illustrated. Discusses the causes and prevention of cracks in floors. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

HOW TO HAVE THE HOME YOU WANT, by Federal Housing Administration. June 1936, 24 pp., illustrated. Contains sections on "A B C of Home Ownership Under Federal Housing Administration Insured Mortgage System", a check list for needed repairs on your home, and a financing plan to repair and modernize your property. Address: Federal Housing Administration, Washington, D. C. Free.

FLOORS AND FLOOR COVERINGS, by Bureau of Home Economics. Farmers' Bulletin No. 1219. September 1921. Treats the following topics: Woods suitable for flooring, Finishing new wood floors, Different kinds of rugs, Care of rugs and carpets, and How to lay and care for linoleum. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

POLICING FOODS FOR HUMANS AND ANIMALS

[Continued from page 11]

quarters tea-seed oil. A large number of seizures and criminal prosecutions followed these discoveries. The charge of Food and Drug officials was not against the edibility of such mixtures but against the adulteration and misbranding of them in such a way as to produce a major financial cheat.

LAXATIVE health bread recently was presented to the public. One concern, organized in the spring of 1935, began marketing a mixture of flour, bran, and between 10 and 12 percent of phenolphthalein, which is a widely used cheap. and common laxative, often met with in patent medicines. The mere presence of this drug in bread, which is a staple food product, was wrong as it added a deleterious ingredient and so adulterated the bread. Nevertheless, this mixture was recommended to bakers for addition to their regular bread mix. The resulting bread was to be marked as a "Laxative Health Bread." As the basic character of bread was changed by the introduction of the mixture the product was not even bread. Federal Food and Drug agents seized and destroyed shipments amounting to 587 packages of this product. When criminal prosecutions were instituted against the concern, the court imposed a fine of $900.

AS LONG ago as 1912, the Department announced that the addition of water to canned tomatoes was wholly unnecessary and therefore an adulteration. When canned tomato juice became a popular food product many years later, some canners employed a process which involved heating tomato juice with open steam coils causing a condensation of steam which resulted in the dilution of the product. Analysis made by Food and Drug chemists proved that there was a material dilution of the tomato juice with water which cost consumers hundreds of dollars in the course of a year. This is just as much an adulteration as the addition of water to canned tomatoes. Every year the Food and Drug officials are on guard against this drain on consumer pocketbooks. Eight seizures of this watered juice, the output of two large manufacturers, were made by agents last year.

One of the experimental laboratories of the Drug Division of the Food and Drug Administration in Washington, D. C., where drugs are tested for purity and strength, and efficacy of claims.

SUBSTANDARD CANNED foods were an important item in the Food and Drug Administration's list of seizures last year. When Congress passed in 1930 the McNary-Mapes Amendment to the Food and Drugs Act it authorized the Food and Drug Administration to set up minimum standards of quality condition and fill of container. Under this provision such minimum standards of quality and condition have been set up for canned cherries, peas, dry peas, peaches, pears, apricots, and tomatoes. Any can of these products falling below the standard prescribed by the Food and Drug Administration must bear the statement in a prescribed form, if a fruit: BELOW U. S. STANDARD—GOOD FOOD—NOT HIGH GRADE; if a vegetable: BELOW U. S. STANDARD—LOW QUALITY—BUT NOT ILLEGAL.

VARIOUS FACTORS cause cans of these foods to be classified as substandard in quality. In the case of fruits the use of water instead of sugar solution as a packing medium classes the article as substandard. The regulations provide that if the water-packed fruit meets the minimum standard of quality in all other respects, the article can be labeled "water pack" in lieu of bearing the substandard legend. A consignment of canned pears was found last year to be water-packed and not so labeled. Six consignments of canned so-called pitted cherries were considered substandard because of excessive pits. In the case of canned peas, an excessive amount of overmature peas, among other things, shows substandard quality. In the case of tomatoes, among other things, poor color or the presence of more than a trace of peel pushes the product down into this class. Thirty-six seizures of substandard canned peas not so labeled were made last year and 17 consignments of substandard canned tomatoes similarly misbranded were proceeded against.

SINCE 1934, when the Sea Food Amendment to the Food and Drugs Act was passed, sea food inspection service has become part of the work of the Food and Drug Administration. It authorizes the Secretary of Agriculture, at his discretion, to grant the request of any packer of sea food for the service, at the packer's expense, of inspectors to carry out a thoroughgoing and continuous supervisory sanitary inspection of the establishment and to prevent the packing or preparation of sea food that is not sound and wholesome or which fails in any other respect to meet the requirements of the food law. Further amended in 1935 the Sea Food Amendment now provides that the cost of the inspection hitherto borne entirely by the packers might be shared by the Government.

IN THE FALL of 1934, some canners in the shrimp packing industry asked for this inspection. The cost of the inspection amounts to approximately one-fifth of a cent for each can of shrimp. Labels on inspected canned shrimp bear the identifying statement "Production Supervised by U. S. Food and Drug Administration."

PACKERS of canned salmon, fresh crab meat, and other sea foods have not yet taken advantage of the sea food inspection service. In the past both the salmon and crab meat industries have been penalized by numerous seizures of their products and criminal prosecutions because of the discovery of partially decomposed products in their outputs.

AN IMPORTANT PART of the work of Food and Drug agents, is the investigation of all cases of alleged food poisoning to ascertain whether or not such cases are due to foods coming under the act.

DURING the year 1936, 69 outbreaks of illness reported to have been caused by the consumption of poisonous foods were given attention. Samples of the suspected foods in 40 of the cases investigated showed upon analysis no injurious ingredient and no micro-organisms capable of causing illness. Two instances of illnesses attributed to food poisoning were later diagnosed as typhoid fever and dysentery. Other outbreaks, however, were traced directly to the consumption of contaminated cream puffs, eclairs, and cream-filled pastries made under insanitary conditions. As a result, strict regulations in several States have now been promulgated governing the manufacture and sale of such pastries.

ANIMALS, like humans, are also victims of adulterated foods and drugs. It is the business of the Food and Drug Administration to stand guard against such dangers to them. Vitamin products, bearing exaggerated claims for therapeutic value to animals and poultry, were the subject of careful scrutiny during the past year.

COD LIVER OIL, valuable source of vitamins A and D, is the most important of these products. It is estimated that more than half of the 4½ million gallons consumed each year in this country is used for animal feeding and much of it for poultry. About 95 percent of the cod liver oil used in this country is imported. Shipments offered for entry are assayed for vitamins A and D potency and lots which fail to measure up to their represented value are excluded from the country. Interstate shipments of cod liver oil are of course likewise given attention.

MANY other consumer protective measures were taken by the Food and Drug Administration in its enforcement of the Food and Drugs Act and the other five acts under its direction. Full account of these is given in the "Report of the Chief of the Food and Drug Administration, 1936." Copies may be obtained by writing to the Superintendent of Documents, Washington, D. C. Price is 5 cents.

SAFEGUARDING MILK SUPPLIES

[Continued from page 7]

Alabama authorities it was adopted in seven communities of that State in 1923.

SINCE that date, adoption of this standard ordinance has spread over the country. The following year 10 communities in 5 other States adopted it. In 1925, 48 cities in 10 States wrote it into law. In only 2 years since that date has the number of new adoptions fallen below that figure. Today it is in effect in 676 cities ranging in size from Chicago to small hamlets. Without question it is the Nation's outstanding example of locally adopted uniform legislation.

EACH of these cities has merely accepted an ordinance it found to be working effectively in many other places. It has behind it the joint recommendation of the Federal Government and most State boards of health, but no Federal power is exercised over the local enforcement.

ONCE the ordinance is adopted the only action the Public Health Service ever takes is that of making periodic checks of the results being achieved. Actual rating of the city enforcement is a job done by State health officials.

A NUMERICAL value is given to each of the items in the sanitary requirements of the standard ordinance. But unless occasional tests were made by the United States Public Health Service there would be no way to know whether a 90 percent rating in one State meant the same thing as a 90 percent rating in another. When the Federal officials make these surveys they do nothing about them, however. They just report the results.

RATINGS are a measure of the situation of the milk supply of a whole city, not of an individual farm or pasteurization plant. When a survey is undertaken, a record is made of performance by all or a representative number of milk suppliers. If any supplier is found to fall below standard in any one of the sanitary items, the deficiency brings down the city's rating. The mark-down depends on the relative value given the item and the quantity of milk handled by the supplier who has failed to maintain standard requirements.

SPECIAL surveys, such as that one which told St. Louis consumers how their milk compared with that of other cities, are never made on the initiative of the United States Public Health Service. The Service sends its milk investigators into States or cities only on the invitations of the State and local authorities. Such invitations have been initiated by the consumer councils in some cities, where they wished comparative information.

COMPARABILITY is one of the strong arguments for the standard ordinance today. Consumers don't know whether a bacteria count should be 6 or 600,000. The standard ordinance gives them the assurance that their milk ordinance is acceptable to other cities and to recognized scientific authorities. The rating system gives them a chance to see how their enforcement compares with enforcement in other similar cities.

STANDARD practices permit local health officers to adopt the most effective methods applied in other cities under the same ordinance. The United States Public Health Service serves as a clearing house for information about the operations of the ordinance everywhere it is applied.

STANDARD grades and inspection systems can protect consumers against milk shortages and high prices. When the milk supply declines and prices rise, milk must be shipped in from other points. If a rigid ordinance requires inspection of every farm by the local health authorities on the basis of nonuniform requirements, such shipment is as effectually blocked as if there was a tariff wall around the local market.

WHAT happens in a standard ordinance market? The answer was given by Leslie C. Frank, Chief of the Office of Milk Investigations of the United States Public Health Service in an article 2 years ago.

"IT ENABLES one area, during times of milk shortage, to accept milk supplies from another area on the basis of standard grades which are legal in both areas.

"FOR EXAMPLE, Memphis, Tenn., and Louisville, Ky., both enforce the uniform milk ordinance. . . . If Memphis needs more milk it can confidently accept it from Louisville without reinspecting it, since Louisville uses the same official grades.

"MEMPHIS knows that when Louisville designates a supply as Grade A it is really so because the Public Health Reports . . . showed that Louisville had a milk sanitation rating of well over 90 percent as determined by the Kentucky State Health Department and checked by the United States Public Health Service."

DEVELOPMENT of such a standard ordinance has another implication for consumers which is often overlooked. It was developed with sanitation in mind but the stimulating effect which confidence in the sanitation of the milk supply has on consumption is not overlooked by medical authorities.

TODAY price regulation is common in the milk industry. When a price change is proposed consumers want to know just how prices and quality compare. When they pay 12 cents for a bottle of milk do they get a product substantially better than the milk of a similarly situated neighboring community which pays 10 or 9? If they have sanitary regulations which are comparable with those of other cities they know; if not, they can't tell.

ARGUMENTS against the standard ordinance are made frequently. Dealers sometimes think it is so stringent that it will work a hardship on the dairy interests of the community. Consumers point to its adoption in 676 cities where dairies seem to be able to operate under its provisions.

HEALTH officers who pride themselves on the work done under local ordinances elsewhere, sometimes declare that it is not rigorous enough. They believe that particular provisions of their own ordinances are better. Sometimes the points they raise are worthy of serious consideration. Sometimes local ordinances contain requirements which are not needed for safety. Compliance with sanitary regulations costs money. Consumers pay for it. There is a limit, therefore, to the degree of sanitary performance which consumers should be asked to pay for.

SCIENTIFIC knowledge marches on and it is important that uniform legislation shall not serve to crystallize old methods. Machinery has been set up, however, to keep the standard ordinance abreast of the times. The Public Health Service has set up an advisory committee of experts. On this committee are representatives of State health authorities, various branches of the industry, the Bureau of Dairy Industry and the Public Health Service. This group meets annually to consider the operation of the ordinance in cities all over the country. Any person, group, or interest which has suggestions for the amendment of the ordinance may present such amendments to the committee. These are carefully considered and changes made to conform with the latest scientific findings in the field of milk control and the best administrative practice.

COPIES of the ordinance and further data on its operations may be secured from the Office of Milk Investigations of the United States Public Health Service. Lists of cities which achieve a rating of 90 percent or better are published by the service and are available on request.

STUDY QUESTIONS FOR THIS ISSUE

1. What is a milk ordinance?
2. What is the difference between "Grade A" and "Grade B" milk under the milk ordinance in your city?
3. What is the Standard Milk Ordinance?
4. Under the Standard Ordinance is Grade A milk richer than Grade B?
5. What arguments are there for or against the adoption by cities of the Standard Ordinance?
6. How can standard grades and inspection systems protect consumers against milk shortages and high prices?
7. How much did the Food and Drug Administration cost each consumer last year?
8. What foods and drugs do NOT come under the jurisdiction of this Administration?
9. What are the six acts administered by this administration?
10. Give four examples each of foods which are considered adulterated and misbranded by the Food and Drug Administration.
11. What additional power was given the Secretary of Agriculture by the McNary-Mapes Amendment?
12. What group of foods may be canned completely under Government inspection? Who pays the cost of inspection?
13. Describe the consumer sheeting projects in Dayton and Cincinnati.
14. How many different types of consumer and cooperative activities are being carried on in Columbus?
15. What consumer and cooperative activities are organized in your community?
16. How many public libraries in your city have special Consumer Bookshelves?

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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